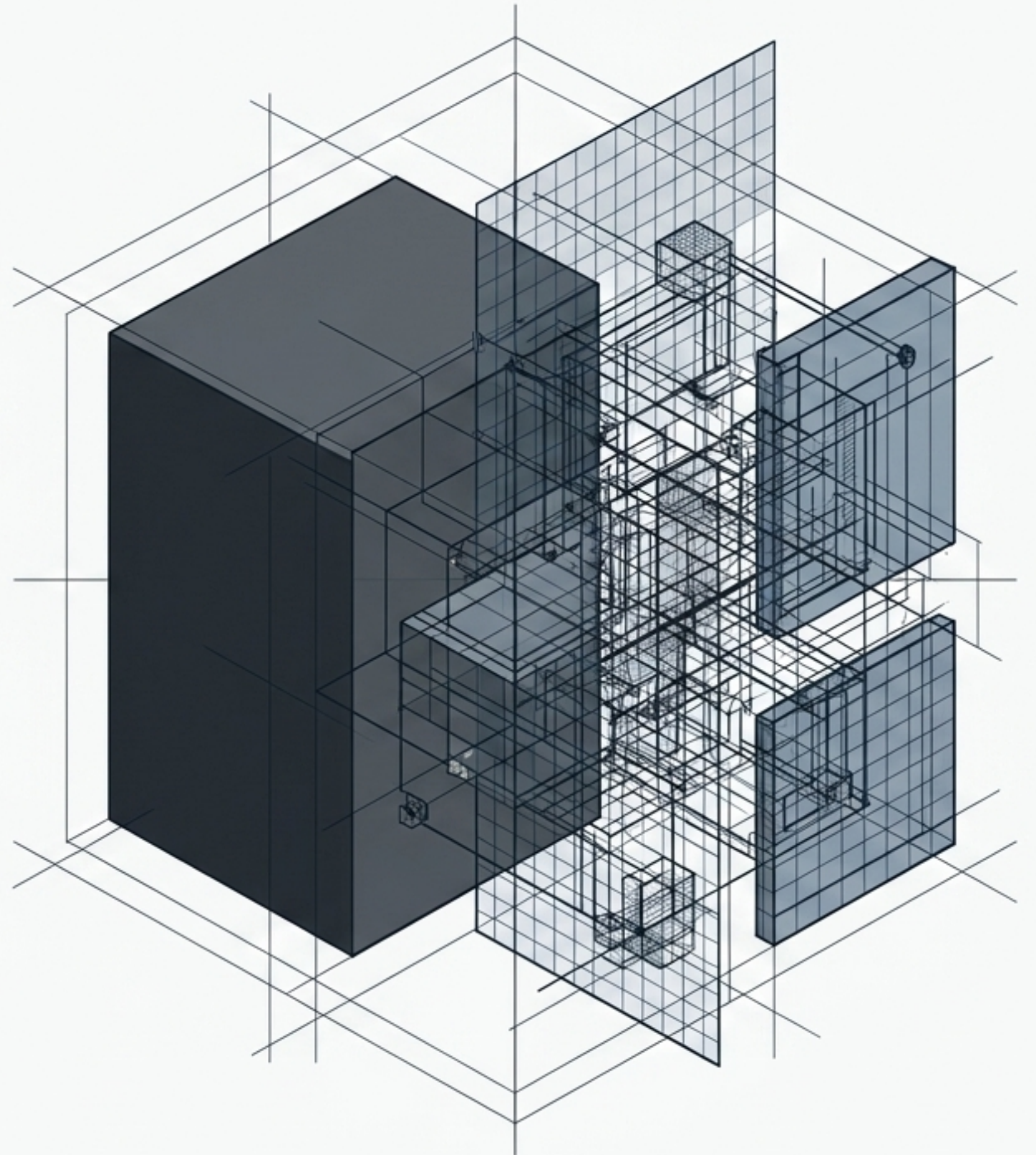


Market Trajectory Analysis: The **Structural Shift** from Enterprise Software to the AI Token Economy

Date: June 24, 2026

Audience Note: Institutional Strategy &
Technical Leadership Briefing



The February 2026 Disruption Erased Trillions in Legacy SaaS Valuation

The SaaSpocalypse

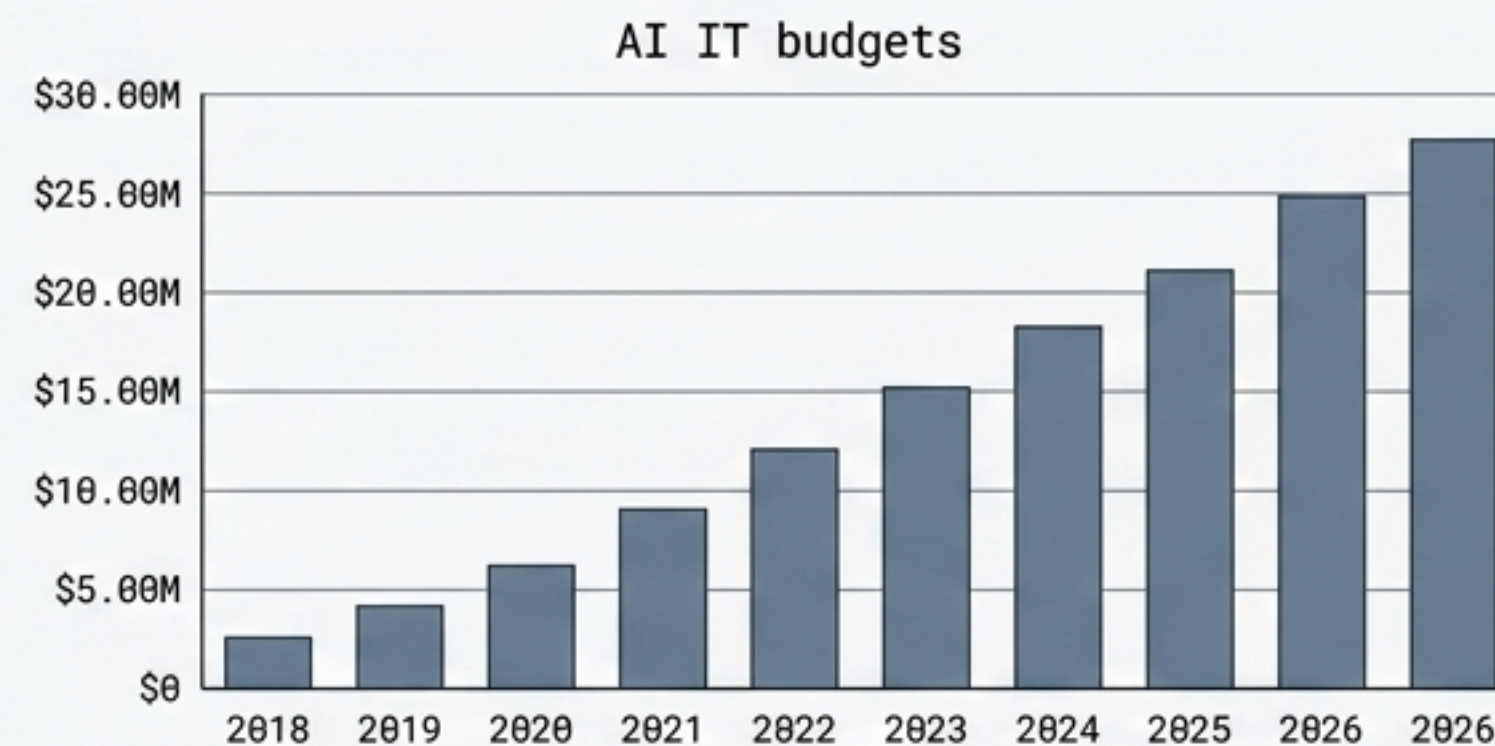


\$1-2 trillion in SaaS market cap destroyed in a single week.

iShares Expanded Tech-Software Sector ETF dropped 24% YTD.

Catalyst: Triggered directly by AI product releases signaling a structural shift.

The Reallocation



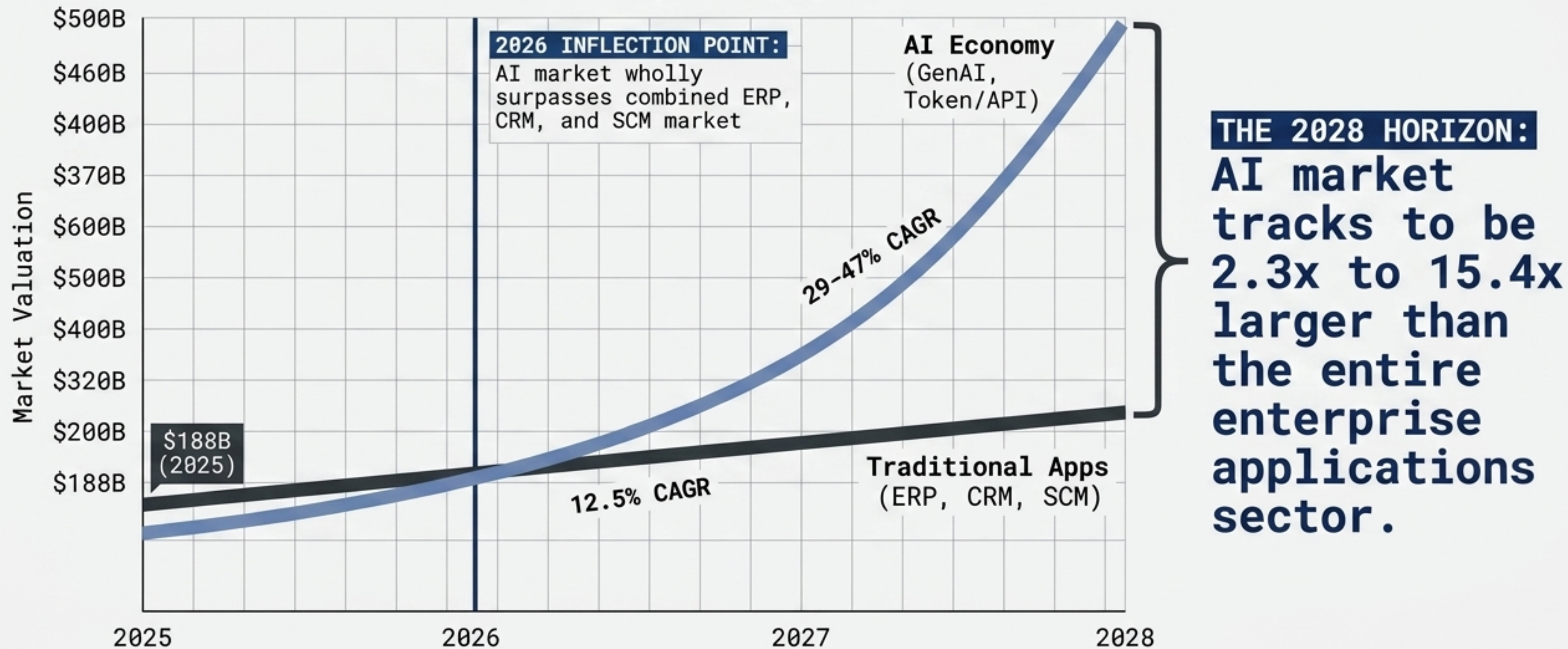
IT spending on AI is growing **44-47%** YoY.

86-92% of organizations planning absolute budget increases.

Traditional legacy software renewals face intense, unprecedented scrutiny.

AI and Token Economy Growth Outpaces Traditional Enterprise Applications by 3-5x

Trajectory Divergence



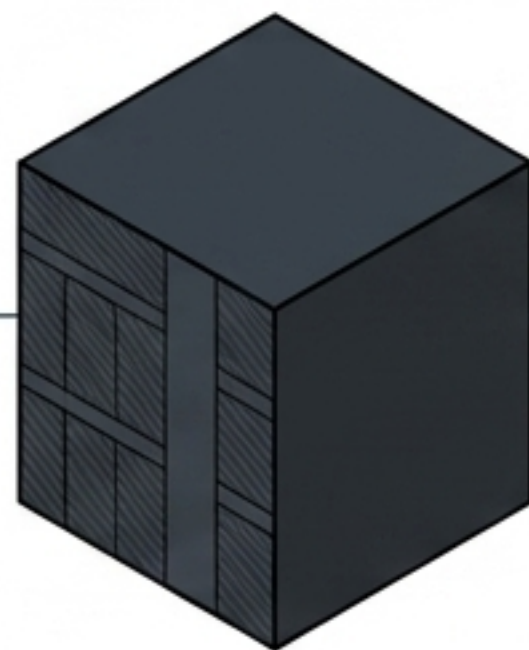
Traditional Enterprise Apps Experience Constrained, Linear Growth

Overall Trajectory: Scaling from \$191B (2025) to \$272B (2028) at a combined 12.5% CAGR.

ERP

\$75B → \$100B

9-11% CAGR

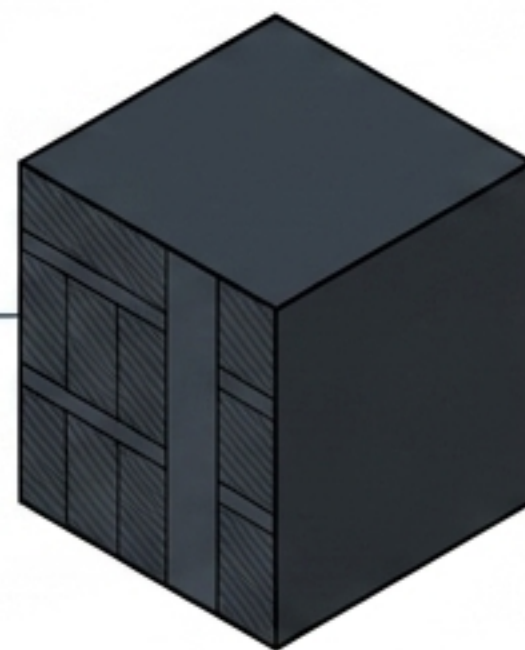


Driven by late-stage cloud migration and SME adoption.

CRM

\$82B → \$122B

10-13% CAGR

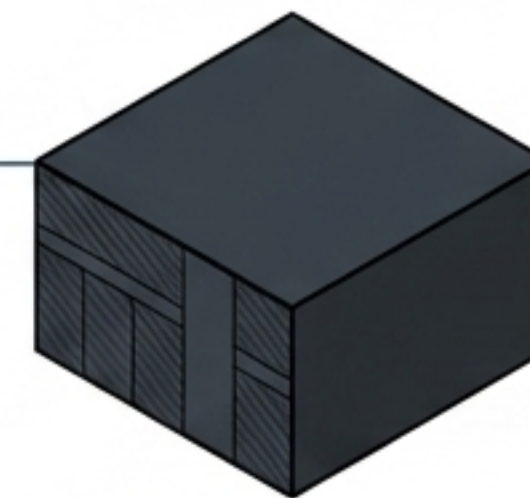


Rapid growth relies solely on AI-powered sub-segments growing at 28-36%.

SCM

\$34B → \$50B

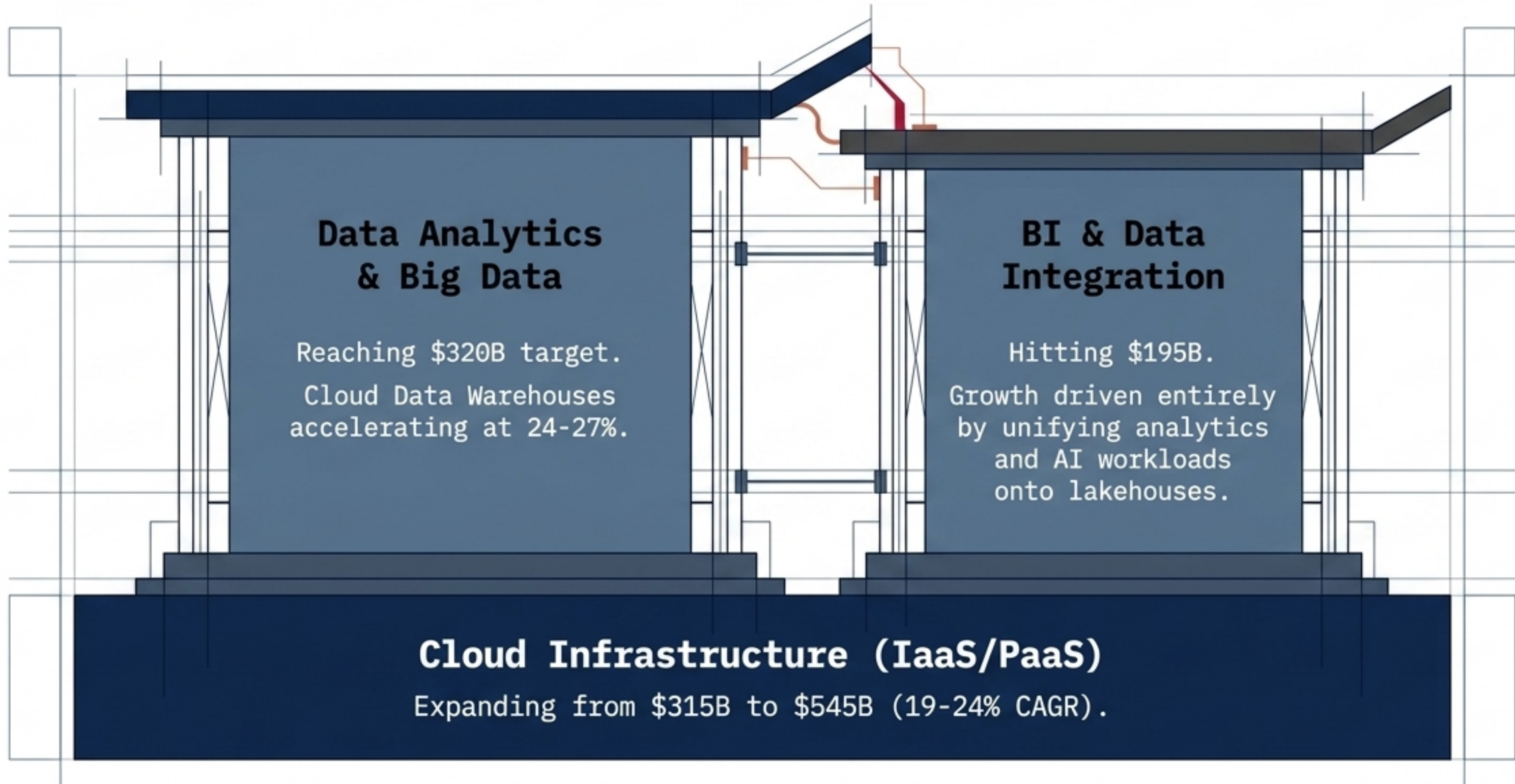
10.5-16% CAGR



Supported by compounding e-commerce complexity.

Data and Platform Technologies Surpass \$1 Trillion as the Critical Infrastructure Layer

Overall Trajectory:
>\$1.06 Trillion by 2028
(19% Combined CAGR)



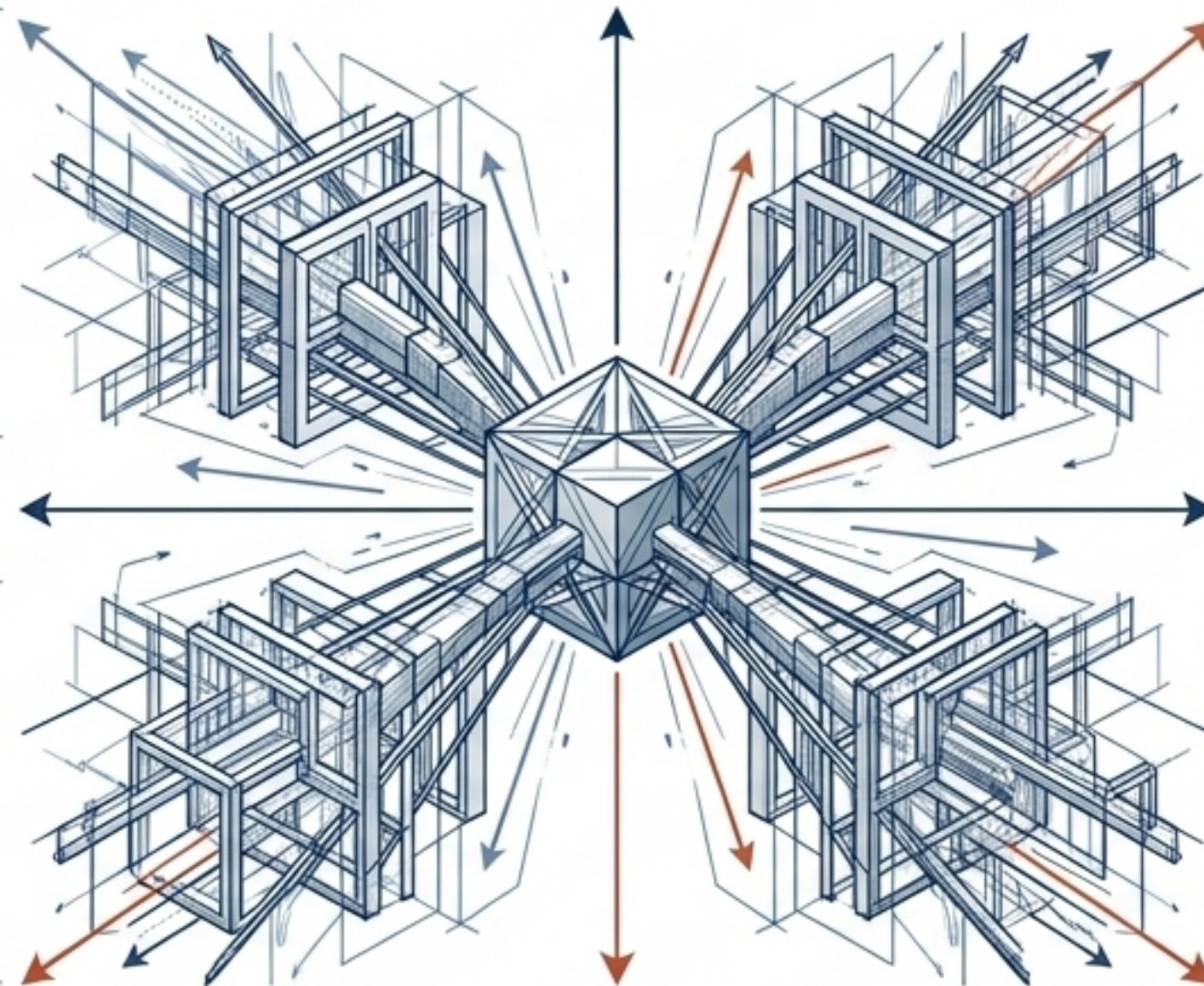
The AI & Token Economy Exhibits Unprecedented Expansion Toward a \$4.2T Market

Total Addressable Market

Scaling to **\$4.2T** (Gartner scope) and **\$632B** (IDC scope) by 2028.

AI Inference PaaS/API

Scaling from **\$18.6B** to **\$55B-\$65B** (26-41% CAGR).



GenAI Engine

34-44% CAGR, reaching **\$310B-\$400B**.

Token Economics Deflation

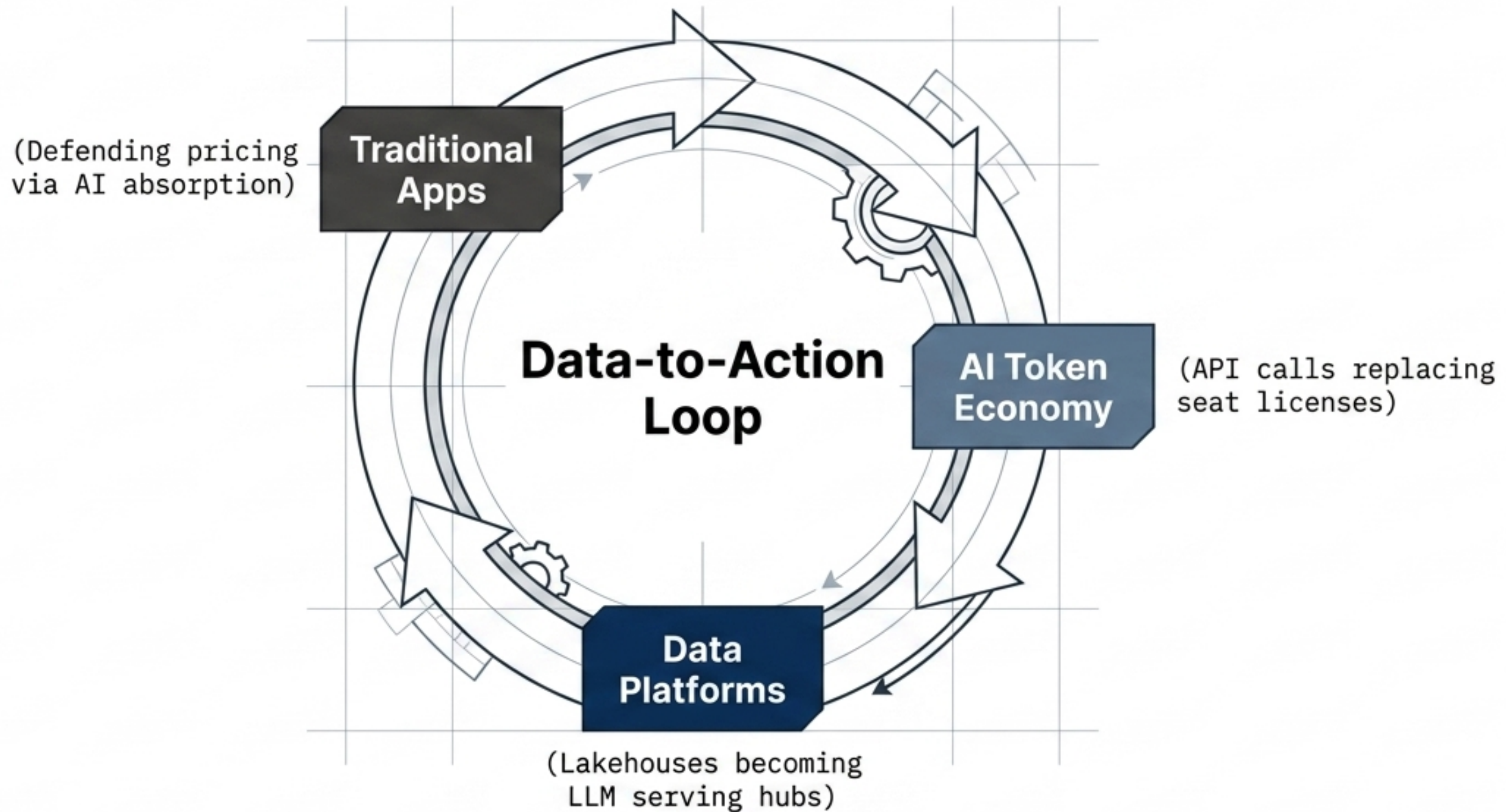
Compute costs **deflated 10x** in **18 months**, triggering an explosion in enterprise volume.

The Scale Metric: The Token Economy alone will equal 60% of the entire ERP market size by 2028.

Strategic Diagnostic: The Shifting Locus of Enterprise Value

Market Segment	Projected 2028 Size	Combined CAGR (2025-2028)	Core Growth Catalyst	Strategic Role
Traditional Apps	\$272 Billion	12.5%	Cloud migration & SME adoption	Defending (Pricing via AI absorption)
Data Platforms	>\$1.06 Trillion	19.0%	Unifying analytics & lakehouse architecture	Foundation (LLM Serving Hubs)
AI & Token Economy	\$4.2 Trillion	29-47%	Token cost deflation & volume explosion	Disrupting (Replacing applications)

2028 Convergence: The Continuous Data-to-Action AI Loop



The definitive transition is underway—moving from applications that merely use data to an AI ecosystem that replaces legacy applications entirely.