

# HUNDREDS OF THOUSANDS SAVED ON SOFTWARE LICENSING FOR A GLOBAL MANUFACTURER

## BACKGROUND

Customer relationship management (CRM) is a critical part of modern business strategy, particularly for large international corporations. One of these, a \$10-billion-dollar global consumer goods company, relied heavily on the automation of its buyer journey by licensing advanced software from a major CRM platform provider.

Going into its latest annual agreement, the enterprise sought assurance that its provider was offering best-in-class pricing. Referred to KontractOne as an IT contract expert, it retained our services to optimize its licensing renewal.

## APPROACH

We began by quickly getting up to speed on conversations to date. **At that point, our client had received the vendor's best and final offer.**

We knew from extensive experience with vendor sales strategy that this was very likely not the case.



Our first step was **to understand our client's business objectives**, which informed our time-tested industry benchmarking process.



A detailed evaluation of the package uncovered **potential room for 10-16% additional savings** from the "best and final" price on the table.



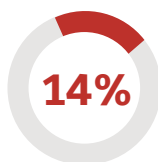
With this data, **we tailored a strategy using insider techniques** to give our client the advantage.

Members of the negotiating team restarted vendor talks with not only **fair-market pricing, but also with the right talking points** to secure that pricing.

## RESULTS

Client negotiators saw immediate value in the intelligence we shared from our IT sales-training background.

In a matter of days, they reached a deal that included an additional



**off the original offer.**

This saved their business  
**\$224,000**

in software overhead without impacting its valuable CRM system.

With our pay-for-performance model, they accomplished all of this at **no out-of-pocket risk regardless of outcome.**

**KontractONE**