



Case Study

Increased Software Discount and Deployment Flexibility

Scenario: For strategic business reasons, a company wanted to select a corporate-wide storage and backup solution. The client already utilized two solutions in-house, both meeting their long-term business and technical requirements. Due to recent mergers and acquisitions the Client had a tentative forecast of their storage deployment requirements so deployment flexibility was critical. In addition, the client knew they did not have a full picture of their discount structure and centralized procurement practices across all affiliates.

Solution: A TGA advisor led negotiations with both incumbent's and leveraged the competitive situation to drive for the most flexible deployment solution along with aggressive price points. The advisor captured historical situations that created concerns with the client, forming a negotiation strategy that incorporated the concerns into the leverage points. Direct negotiations with both suppliers unveiled a feature giving one supplier a noticeable deployment advantage. This led to a License Download Agreement providing maximum deployment flexibility along with bigger discounts.

Results: The software discount, which used to range from 20% to 30% depending on the affiliate, was now 46% throughout the client's enterprise. This yielded a budget savings of \$430K for software and maintenance over a three year term. In addition, the License Download Agreement allowed the client to take a flexible approach to their deployment schedule which was a much better fit for their changing business needs.

TGA: Your Trusted Expense Reduction Advisor

trushin@tgaglobal.com • 770-331-1184