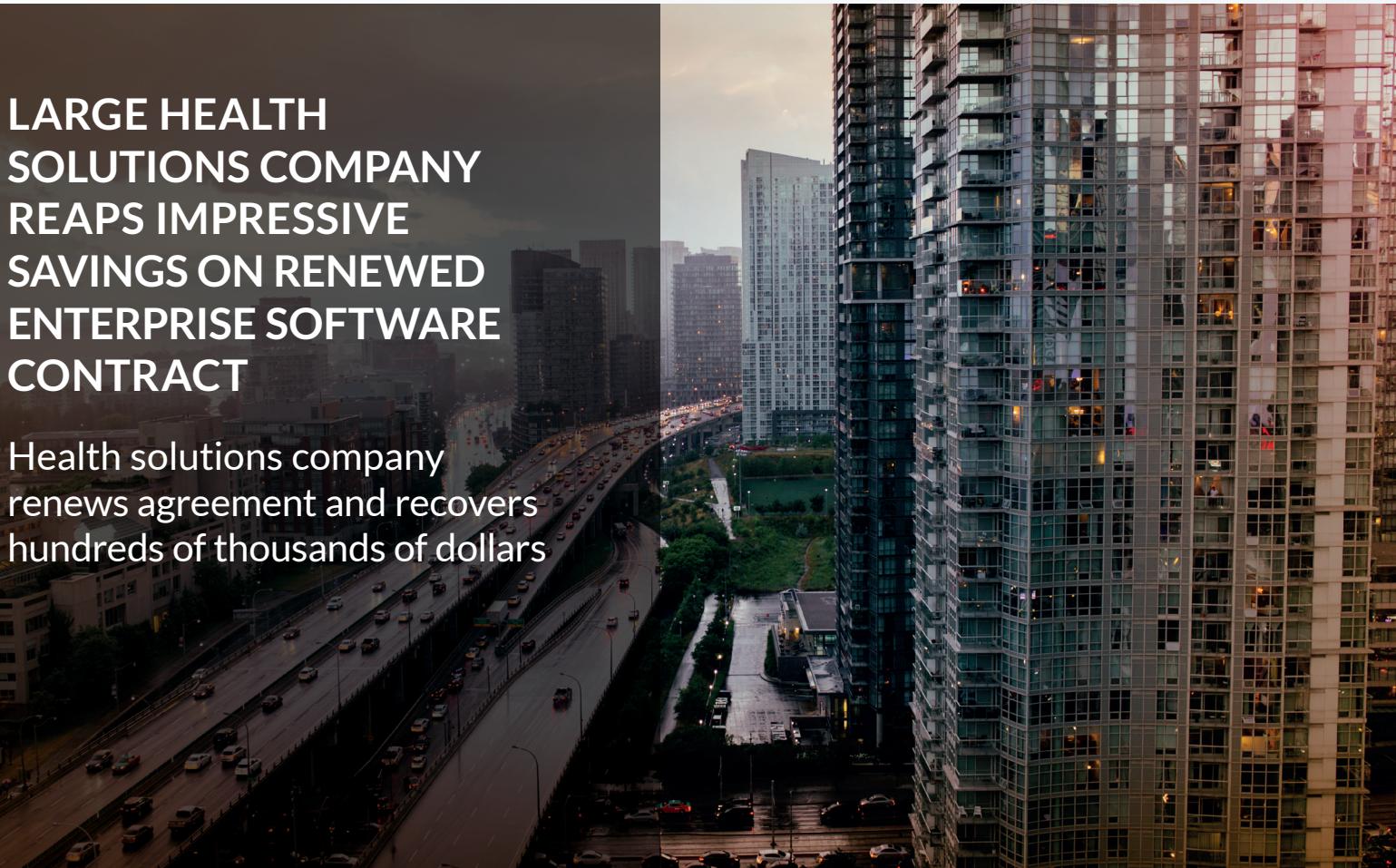


## LARGE HEALTH SOLUTIONS COMPANY REAPS IMPRESSIVE SAVINGS ON RENEWED ENTERPRISE SOFTWARE CONTRACT

Health solutions company  
renews agreement and recovers  
hundreds of thousands of dollars



Over more than 50 years, this health solutions company has grown to become one of the country's largest and most established. Taking care of over 10 million clients per year, this company delivers test results, maintains a personalized health management portal, and runs multiple pathology centres. As they approached the renewal date for their enterprise software agreement, Deal IQ was introduced to secure additional savings.



**SOLUTION:**  
Leverage key subject matter experts  
to uncover savings strategy



## STRATEGY

This health solutions company's upcoming contract was of particular importance as they would be migrating their 1700 users from on-premise software to the cloud. Deal IQ, understanding that the new provider's sales reps were highly compensated on this type of migration, knew they would be more open to pricing discussions, and contacted a former executive of the provider to join the team. This insider provided information on pricing and negotiation strategies, including identifying the various discount levers that could be employed to facilitate savings.



## PROCESS

Deal IQ began by gaining an understanding of client's EA needs, and the details of the current deal to date. In mid-December, the provider had submitted their best-and-final offer of \$2.1M, just two weeks prior to the end of their second quarter. Working directly with the reseller, Deal IQ leveraged the information provided by the former provider executive to negotiate the deal.



## RESULTS

*Improved benchmark price and significant cost savings*

Understanding the vendor's eagerness to complete the deal prior to the end of their second quarter, Deal IQ efficiently completed the negotiation with a reduction of \$650k from their prior best-and-final. While the health solutions company had previously benchmarked their pricing (at a "good" rate), Deal IQ was able to further reduce the benchmark by an additional 39%.