



Microsoft Case Study

Food & Beverage

Client Profile

A Global \$8.0B Manufacturer of Food and Beverages

Business Issue

- Company faced incremental volume demand, net new purchases, and a proposed significant price increase
- Facing a potential increase of 89% to annual Microsoft spend

Services & Results

UpperEdge developed a strong negotiation strategy and communication approach to execute with Microsoft:

- Provided tools and insights that assisted in determining the optimal utilization of Software Assurance benefits and existing license entitlements
- Enhanced understanding of Microsoft's various licensing models and purchasing options
- Through tailored messaging and precise benchmarks, achieved best-in-class additional discounting beyond standard volume reductions, receiving **\$5M in savings over 6 years** as well as best-in-class future price protections