



## Salesforce Case Study

### Medical Devices

#### Client Profile

A \$2B+ Manufacturer of Products and Solutions for the Life Science Research and Clinical Diagnostics Markets

#### Client Situation

- Client was looking to **enhance the value of its SFDC relationship and expand its SFDC footprint when renewing its subscription**
- Needed to restructure its relationship to explore opportunities to accelerate adoption of SFDC products and maximize the value received
- Had limited leverage with SFDC and wanted to commence the negotiation process a year before its current subscription was set to expire

#### Services & Results

UpperEdge empowered the client:

- Effectively engaged SFDC executive sponsors to discuss requirements and how best to restructure the relationship to achieve long-term objectives
- Provided guidance and recommendations throughout the negotiation process, including proposal assessment and per unit price benchmarks to determine market competitiveness
- Achieved highly competitive pricing and renewal term price protections, with **over \$2M in savings**