



Salesforce Case Study

Biopharmaceuticals

Client Profile

A \$2.1B Worldwide Biopharmaceutical Services Provider

Client Situation

- Client was underutilizing current products, exploring several new Salesforce solutions, and had to make an incremental purchase ahead of their upcoming renewal
- SFDC proposed out of market pricing and commercial terms due to reduced leverage and limited pre-negotiated protections

Services & Results

UpperEdge developed a strong negotiation strategy with tailored messaging and provided precise benchmarks:

- Educated client on Salesforce's playbook and identified key levers to effectively use during their renewal negotiation
- Developed tailored negotiation strategy to ensure achievement of an improved commercial relationship as part of the Salesforce renewal
- **Reduced** initially proposed **pricing by over 20%** and established highly competitive long-term price protections and contract flexibility
- Achieved **\$4.1M in savings over 6 years** and established a committed framework for continued growth