



ServiceNow Case Study

Biopharmaceutical

Client Profile

A \$2.1B Worldwide Biopharmaceutical Services Provider

Business Issue

- Company was considering adopting several ServiceNow core products and their executives notified ServiceNow that they were the chosen vendor prior to commencing commercial negotiations
- Due to reduced leverage, they were proposed out-of-market pricing and commercial terms

Services & Results

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

- Educated client on ServiceNow's plan of action for continued growth in the market
- Enhanced understanding of ServiceNow's rapidly evolving product set and subscription models
- Reduced initially proposed pricing by over 30% and established highly competitive long-term price protections
- Achieved **\$4.3M in savings over 6 years** and established a committed framework for continued growth