

NPI Vantage™ Subscription Overview

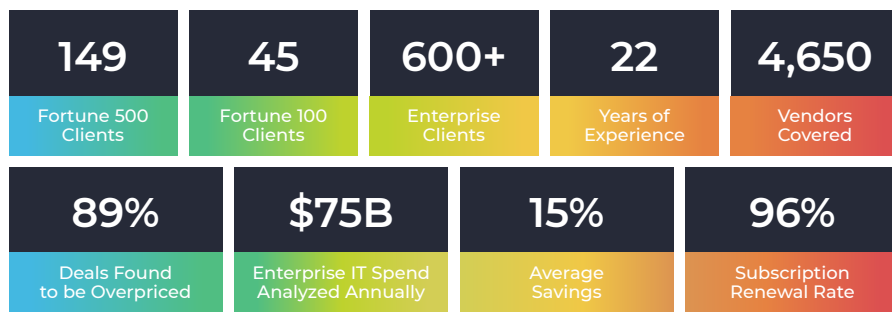
DATA AND INTEL FOR WORLD-CLASS TECHNOLOGY PURCHASE OUTCOMES



NPI Delivers the Intelligence You Need to Eliminate IT Buying Blind Spots

Founded by former enterprise IT vendor execs, NPI was built on a simple truth: even the smartest IT buyers leave money on the table. There's no Kelley Blue Book for IT pricing. Licensing models are a moving target.

Our mission? Eliminate the guesswork. Today, NPI analyzes billions in spend annually and is the global leader in large enterprise IT purchase optimization.



NPI Vantage™ – Get the Best Deal, Fast. Free Up IT Budget Instantly.

NPI Vantage, our flagship IT price benchmarking subscription, levels the playing field. Vantage arms IT buyers with deal-specific pricing benchmarks and negotiation intel – so you never overpay, and always align on a shared cost target and strategy.

MEASURABLE IMPACT

Clear ROI that stretches your IT budget further

BUYING TEAM ALIGNMENT

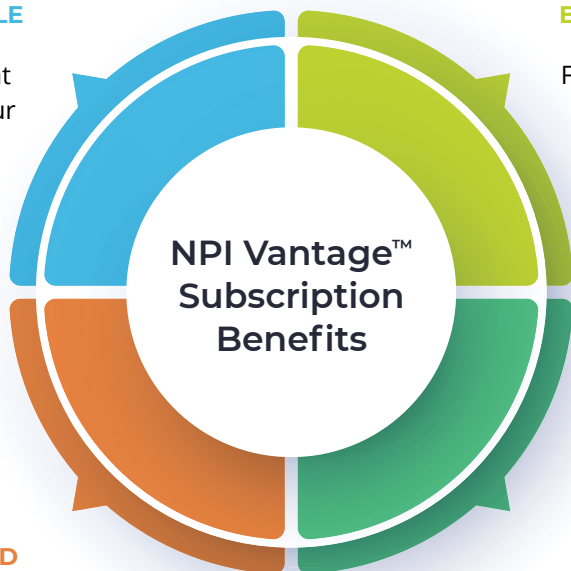
Formal reports designed for internal collaboration

CLARITY AND DECISION SUPPORT

Custom benchmark analysis and vendor-specific negotiation intel

FASTER BUY CYCLES

Accelerate IT buying with greater confidence and precision



What You Can Expect From NPI

DEEP IT INTELLIGENCE

Benchmarking across every major IT subcategory – no blind spots.

PROVEN DEAL STRATEGY

More than pricing. We arm you with the negotiation tactics that win.

UNRIVALED EXPERTISE

300+ analysts delivering the industry's sharpest insights.

FIERCELY INDEPENDENT

No vendor bias. We're 100% aligned with you, the buyer.

Each Benchmark Report Includes:



Precise Savings Targets

Recommended pricing based on volume, timing, and deal context



Benchmark Analysis

See how your quote compares to best-in-class deals



Negotiation Intel

Vendor- and channel-specific levers to strengthen your position



Terms Guidance

Recommendations for strategic business terms improvements

Fair Market Value Reports – The Core of Client Success



Fair Market Value Report

CLIENT	ABC Company
VENDOR	HIGH-LEVEL DEAL DESCRIPTION
Various	
RESELLER	A review of Nutanix, Cisco, Rubrik, and DellEMC hardware, software, and support quote from XYZ VAR.
XYZ VAR	
DATE RECEIVED BY NPI	04/06/2024
DATE DELIVERED TO CLIENT	04/10/2024
QUOTE #/DOCUMENT NAME	ABC0424.1

TOTAL CONTRACT VALUE	TERM	TARGET COST REDUCTION
\$15,996,407	N/A	\$3,700,000

NPI FMV ASSESSMENT				
TYPE OF SPEND	LIST PRICE (ANNUAL)	NET PRICE (ANNUAL)	DISCOUNT %	ANALYSIS OUTCOME
Nutanix Hardware	\$4,272,928	\$3,860,396	10%	Above FMV
Nutanix Hardware Support - 36 months	\$396,428	\$356,785	10%	
Prism Pro Licensing (Nutanix) - 36 months	\$1,175,680	\$587,840	50%	
Acropolis Licensing (Nutanix) 36 months	\$31,211,908	\$9,363,572	70%	
Cisco Hardware	\$1,128,426	\$471,649	58%	
Cisco Hardware Support - 60 months	\$204,610	\$163,688	20%	
Dell Hardware	\$496,134	\$198,454	60%	
Dell Hardware Support - 60 months	\$60,888	\$24,355	60%	
Dell Software	\$4,728	\$1,892	60%	

Recommendations and Negotiation Strategy

- NPI recommends not mentioning any specific product discount conducted around this deal. Sales teams are trained to interpret

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as a strong 'buy' sign, and NPI often sees them shut down communications in a manner. Conversations on net costs allows for the sales team to talk to executives.

- ABC should push for higher levels of discount throughout the pricing and licensing.
- The current proposed total is \$16M (List price value is \$42M). Based on hardware, software, and support portions of the proposal, we recommend a target of **\$11.5-12.5M**.
 - If ABC takes the negotiating the ACV approach, NPI suggests starting at the low end of the range and providing small concessions.
 - In our experience it is best to provide non-round numbers. Example: \$11.509M as a starting point versus \$11.5M. This signals to the vendor the budget is a tangible number.
- Cisco discounts are driven by product category, historical and forecasted spend, transaction size, and competitive pressure.
- With Cisco, DellEMC, Rubrik's, and Nutanix's end of quarter approaching in April, ABC may have leverage with respect to timing.
 - If ABC can slow-roll this purchase into mid-to-late April, will likely bode better discounting.
 - Ambiguity is your closest ally in these negotiations, as it will make sales reps nervous when they believe revenue is at risk.
- ABC should remind XYZ VAR and vendors providing solutions, that their overall spend is trending higher this year and that in favor of the continued partnership, they should improve their offer as there are other competitive solutions in the marketplace.
- There may be a need to negotiate with the individual vendors, especially the Nutanix Software to drive the costs down. This is generally where the most margin is for the OEMs and XYZ VAR.
- ABC could imply to XYZ VAR that at the current \$16M, the likelihood of this being approved by April is slim. Additionally, you can see no reason to not walk thru the process with great experience if the number were closer to \$11.509M.
 - Ensure to leverage all vendors end of quarter, ABC could state the following:
 - We understand the importance of this deal and closing it by April 30th. However, this is a sizeable ask and one we know our Finance will not agree to it as it stands. Based on budget demands, we know we can get a deal closed by the end of March if we hit \$11.509M for this.
 - Your sales rep may state, "we don't believe that's possible." Kindly, as them to go back and see what can be done, as you know all vendors' quarter ends are approaching in April.
 - Budget-based negotiations are hard for vendors to ignore, as it is precedent set by prior purchases.

NPI always stresses to clients that, while benchmarking is the science of the review because it uncovers opportunities for savings, obtaining vendor concessions is the art of this process. To successfully attain the savings identified through benchmarking, the reviewer must assess, leverage, and analyze all iterations of pricing to date and review all communications with the vendor. It is the combination of all information available to critically assess the formula that drives successful outcomes.

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← Qualified savings target and line item analysis

FINDINGS AND RECOMMENDATIONS

NPI reviewed the quote(s) from ABC for the hardware, software, and solution support. NPI found the pricing to be **Above Fair Market Value (FMV)** overall, based on several facets of the proposal. NPI sees a considerable amount of Nutanix, Rubrik, Cisco, and DellEMC and specifically, quite a few ABC deals in this area from XYZ VAR. NPI was able to find and validate the majority of the provided list prices for each line item and assumes that all included list prices are accurate. While some line items lend themselves to negotiating their specific cost, most typically the goal, is to have an overarching Annual Contract Value (ACV) target as an anchor.

Pricing Analysis

Nutanix: Hardware/Software/Support

- Nutanix was known as an HCI (hyper-converged infrastructure) hardware provider that published their Acropolis (AOS) software through licensing that was attached to specific hardware throughout the life of the appliance.
 - This changed in 2018, and now Nutanix markets as a provider of software first solutions.
 - This resulted in hardware being sold with minimal to no discounting, but aggressive software discounting to promote growth and recurring revenue.

Cisco: Hardware/Software/Support

- XYZ VAR has offered an overall discount of 58% on Cisco Hardware and a 20% discount on Hardware Support.
- NPI routinely observes Hardware discounts between 55-65% for similar-sized purchases; however, your 2022 purchase provided a sizeable 70% discount on your Nexus switches. The 70%+ discount range is typically reserved for multi-million-dollar transactions.
- Cisco Hardware Support is at a 60-month term.
 - Note: The majority of the ABC purchases are at a 36-month term.

DellEMC: Hardware/Software/Support

- XYZ VAR provided a 60% discount on DellEMC Hardware, Hardware Support, and Software.
- NPI typically sees 65-72% discounts on these products and they are uniform on discounts.
- DellEMC Hardware Support is typically 8-15% of the net Hardware spend.
- DellEMC Hardware Support is at a 60-month term.
 - Note: The majority of the ABC purchases are at a 36-month term.

Target Pricing Table

Combining the detailed analysis above and comparing to the stated pricing and discounts provided by XYZ VAR, NPI takes a more simplistic approach and offers a generalized target discount, based on vendor, and spend type. This model supports the findings that there remains room for improvement:

TYPE OF SPEND	LIST PRICE	ACV	DISCOUNT	TARGET DISCOUNT	TARGET NET	TARGET SAVINGS
Nutanix Hardware	\$4,272,928	\$3,860,396	10%	12%	\$3,760,177	\$100,219
Nutanix Hardware Support - 36m	\$396,428	\$356,785	10%	12%	\$348,857	\$7,928

↑ Findings and recommendations for each purchase element

← Negotiating intelligence and playbook recommendations

Submit Any Type of Technology Purchase for Analysis – NPI Covers All Subcategories

SOFTWARE <small>Apps, Infrastructure, SaaS</small>	CLOUD <small>PaaS, IaaS</small>	HARDWARE	MAINTENANCE & SUPPORT
ServiceNow Salesforce Microsoft Adobe Red Hat...	AWS Google Cloud Platform Microsoft Azure Oracle Cloud Infrastructure VMware...	Dell Lenovo IBM Apple HP...	SAP Oracle IBM EMC BMC...
DATACENTER	NETWORK & TELECOM	COLLABORATION	IT PRO SERVICES LABOR RATES
Equinix IBM CyrusOne NTT Data Digital Reality...	AT&T Verizon T-Mobile Juniper Networks Cisco...	Zoom GoTo Slack Asana Microsoft 365...	Accenture Deloitte TCS Infosys HCL Technologies...

How the NPI Vantage Subscription Works

As a subscriber, you can enroll as many users as you wish to the NPI Vantage portal. Users submit technology purchase and renewal quotes via the portal for analysis, and receive a custom benchmark report in return. It's that easy!

Turbocharge IT Buying Excellence with Vantage Pro

For next-level IT procurement, you can upgrade your subscription to NPI Vantage Pro, putting the information and tools you need to achieve world-class purchase outcomes right at your fingertips. Manage and prioritize renewals. Enrich your negotiation strategy with AI-powered intel. Speed buying cycles.

When you upgrade, each user has access to all of these features:

SUPPLIER DYNAMICS	SUPPLIER IQ™	SUPPLIER RISK	SMART CALENDAR™	SPEND VISIBILITY
Unprecedented insight into vendor negotiation behaviors and pricing trends based on NPI data and analyst expertise	AI-powered briefing report summarizes vast public data to save hours of research	AI-powered summary of public data on: <ul style="list-style-type: none"> Supply Chain Cybersecurity ESG DEI 	Calendared view of upcoming renewals Customizable task allocation, notifications, and alerts	Prioritized, at-a-glance view of key spending metrics and critical tasks

By combining market data, analytics, negotiation intelligence, and workflow tools, Vantage Pro removes complexity and empowers confident, high-velocity purchasing. Paired with NPI's price benchmark analysis, clients typically save 15 to 25% – often more.

Value-Added Services Included in Your NPI Vantage Subscription

While custom, transaction-specific benchmark reports are the core of your subscription, NPI also provides high-value research, insights, and seminars our clients rely on, including:

SMARTSPEND ALERTS

Time-sensitive IT sourcing intel

SMARTSPEND BULLETINS

Topical and timely research for IT buyers

APEX EDUCATION

Complimentary vendor-, trend-, and best practice-specific webinars to help you Advance Procurement Excellence (“APEX”)

ADDITIONAL RESEARCH

Guides, white papers, reports to upskill your buying team

All of this information is available in the NPI Vantage portal, and users will also receive regular email notifications about new research and education.

About NPI

NPI is the premier provider of data, services and tools to help large enterprises identify and eliminate overspending on IT purchases. NPI delivers transaction-level price benchmark analysis, license and service optimization analysis, and vendor-specific negotiation intel that enables IT buying teams to drive material savings and measurable ROI. NPI also offers software license audit, audit defense, asset management, and application rationalization services. For more information, visit www.npifinancial.com. Follow us on [LinkedIn!](#)