



NET(net) BENCHMARKS

NET(net) CONFIDENTIAL

NET(net) Pricing Benchmark Reports

NET(net) Pricing Benchmark Report

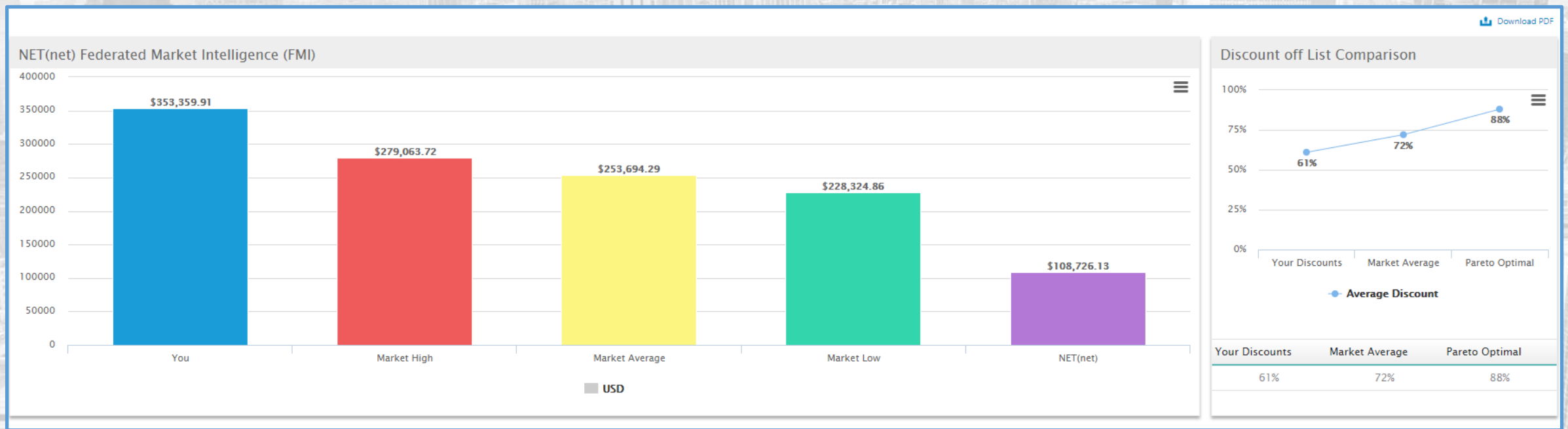
- Leverages NET(net)'s Federated Market Intelligence (FMI) data on pricing terms, as well as Subject Matter Expertise with specific commentary for the following IT categories:
 - Enterprise Hardware
 - Enterprise Software
 - SaaS
 - Cloud
 - Services
 - BPO / IT Outsourcing
- NET(net) Analyst Commentary
 - Cost Optimization, Configuration/BOM Review, and other recommendations

Recommended for:

Imminent (new or existing) IT
Deals less than \$300k/year.

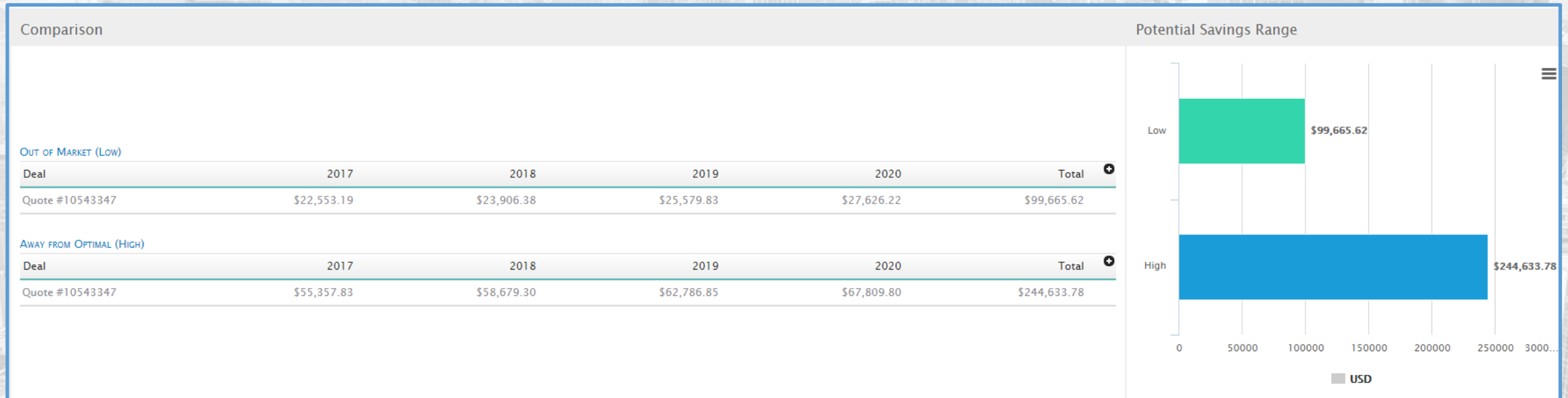
Sample WIN(win)™ Benchmark Extract

Immediate answers to what the market is spending compared to your investment and more importantly, what you *should* be spending....



Sample WIN(win)™ Benchmark Extract

Compare and contrast optimal market spend over several years....



Benchmark Terms:

Savings Cloud Green Benchmark

\$7,500 One Time Fee

Data Collection

Analyst Pre-Call

Analyst Post-Report Call

Savings Capacity: \$15,000

50% Gain Share on Savings with EVA*

Minimum Baseline: \$75K USD

*EVA – Enterprise Value Agreement, provides a sliding scale of decreased gain share when savings increase.

Post Benchmark Support Services

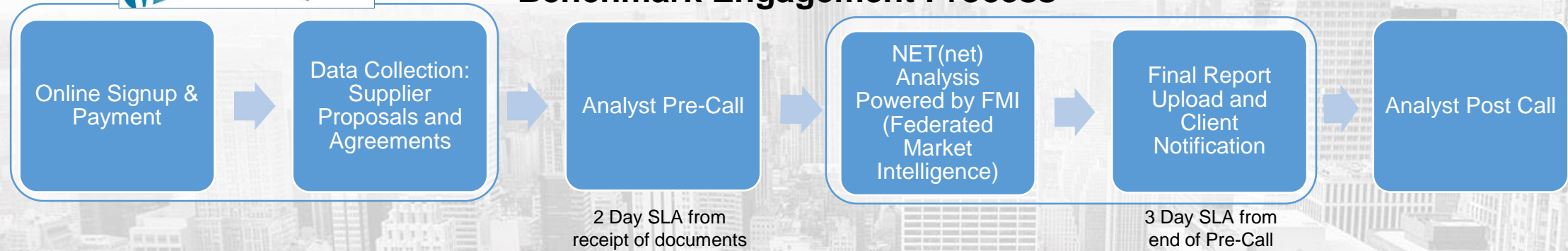
After the Benchmark is delivered and reviewed, a client may request additional Support including Advisory assistance in the supplier negotiations.

- In Benchmark presentation and debrief call, the NET(net) analyst will review this option
- NET(net) may make a recommendation if/when it is suggested that these post-benchmark services are needed (Client's discretion).
- *If elected*, then this conveys to the fee arrangement of your subscription
- The Baseline Value and Term are set to equal the quote assessed in the benchmark report

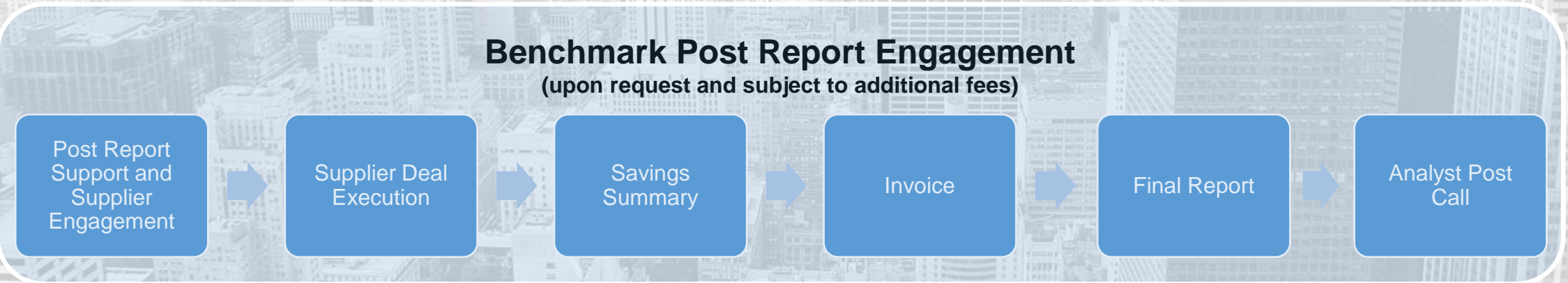
Price Benchmark Report (PBR) Process



Benchmark Engagement Process



Benchmark Post Report Engagement (upon request and subject to additional fees)



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Powered by WIN(win)TM

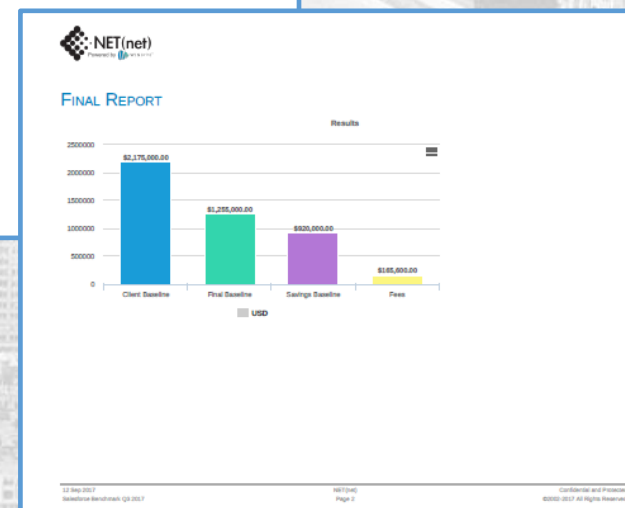
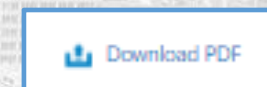
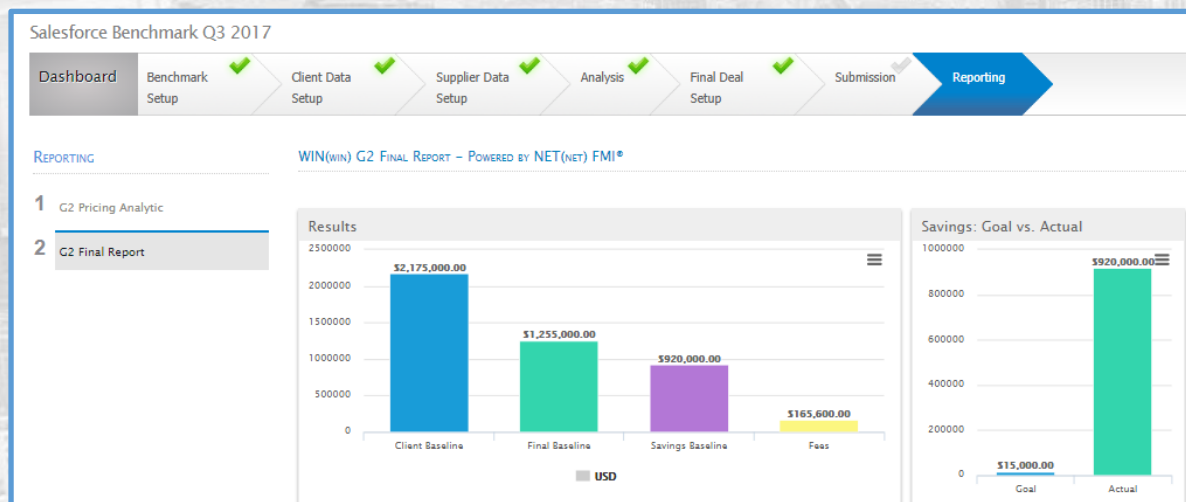
Post Report Details

Documents and Deliverables:

1. Contract
2. Proposal
3. Baseline
4. Final Deal
5. Savings Summary
6. Time Sheet
7. Invoice
8. Final Report

Final Report

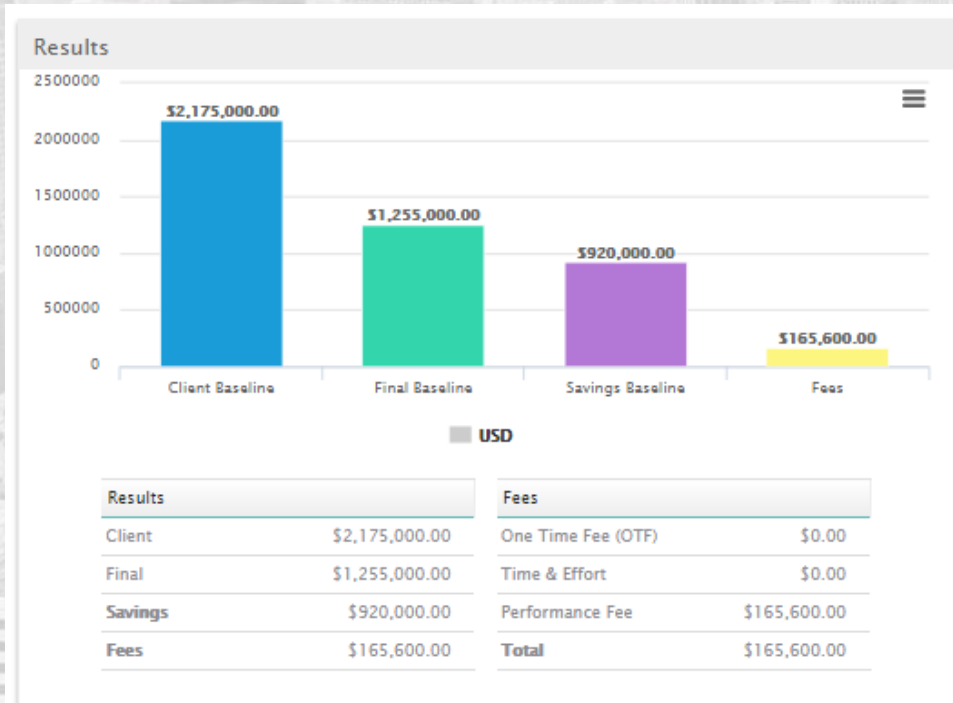
Can be viewed online in WIN(win) or downloaded to PDF:



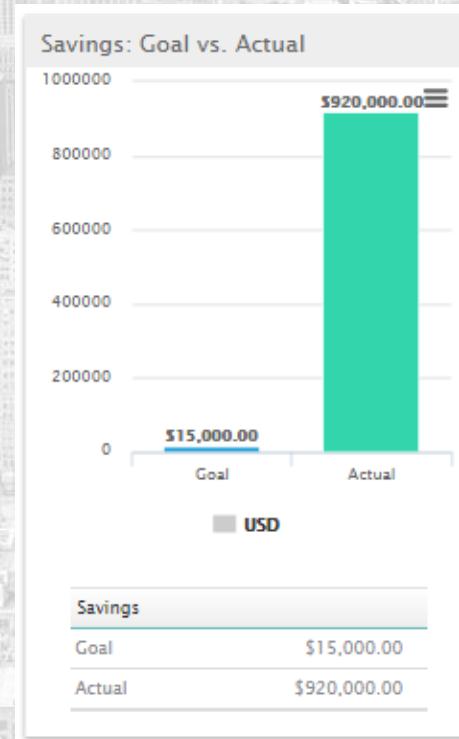
Detailed Metrics Across All Results

Clear, Concise, Shareable → Actionable

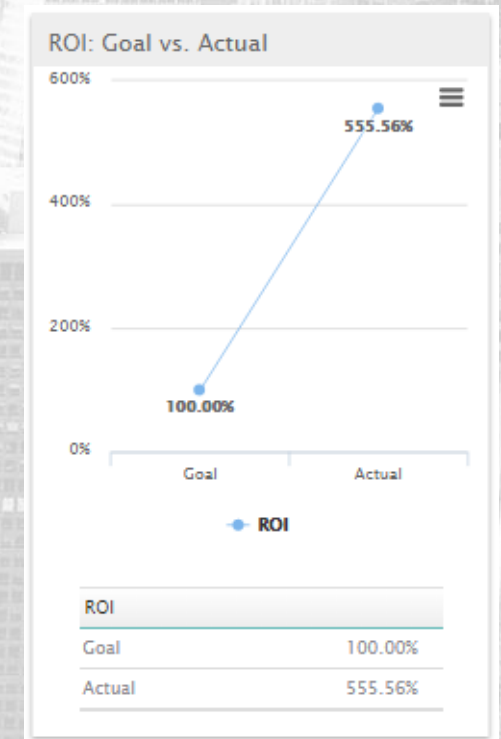
Total Results Quantified? ☒



Savings Goal Met? ☒



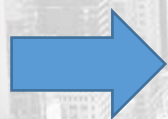
ROI Achieved? ☒



Easy Signup and Engagement Process

Purchase a Benchmark Subscription

To get started, please purchase a new Benchmark Subscription.



PURCHASE A NEW SUBSCRIPTION

Step 1 - Select a Subscription

	<u>Savings Cloud - Green</u>	<u>Savings Cloud - Blue</u>	<u>Savings Cloud - Black</u>
Entitlements:			
Savings Capacity	\$15,000	\$44,444.44	\$125,000
Baseline Commitment	\$75,000	\$222,222.2	\$625,000
# of Suppliers	1	1	1
Term (months)	1	1	1
Fees:			
One Time Fee (OTF)	\$7,500	\$20,000	\$50,000
Monthly Service Fee (MSF)	--	--	--
Gain Share Rate	50% (EVA)	45% (EVA)	40% (EVA)
Find Value:			
Gather and Assess Information	Yes	Yes	Yes
Establish Baseline	Yes	Yes	Yes

Getting Started

1. Access your WIN(win) Account
 - If you do not have one – sign up:
 - www.netnetweb.com/winwin
2. From Dashboard, click 'Subscriptions'
3. Choose Subscription Option
 - TBD
4. Enter Billing Details
5. Click 'Submit'

SETUP YOUR ACCOUNT

FIRST NAME *

LAST NAME *

COMPANY NAME * Search to see if your company is already in the system. Did you find your company? ☐ Yes ☐ No

Search for the company

PRIMARY SYSTEM ROLE * ☒ Buyer - I am involved with managing supplier contracts and agreements and/or acquiring supplier products and services to meet company

PURCHASE A BENCHMARK SUBSCRIPTION

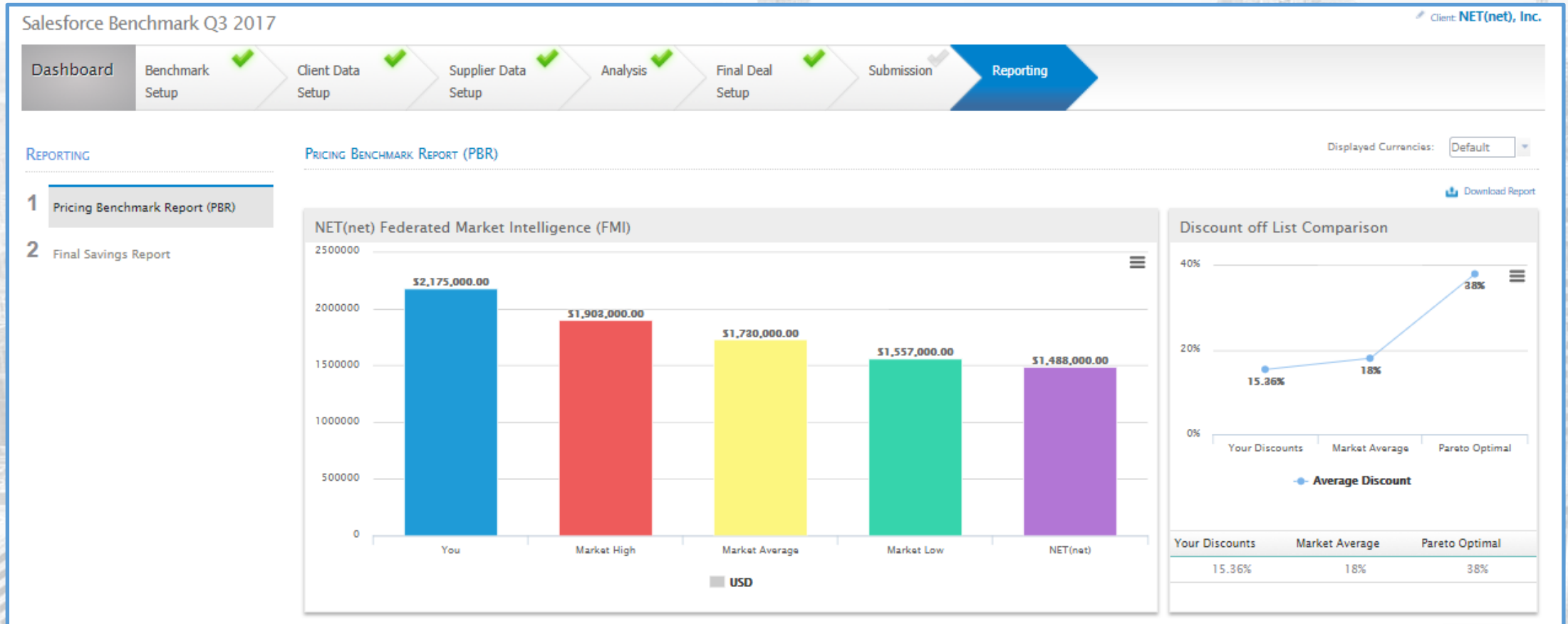
Step 1 - Select a Subscription

	Ad Hoc	Subscription
Entitlements:		
# of Pricing Benchmark Reports (PBRs)	1	5
Fees:		
Monthly Service Fee (MSF)	\$1,500	\$6,500
Gain Share Rate	35%	25%
Find Value:		
Gather and Assess Information	Yes	Yes
Establish Baseline	Yes	Yes
Analyst Call for Context Into the Deal	Yes	Yes
Deliver Pricing Benchmark Report (PBR)	Yes	Yes
Analyst Call to Review and Discuss PBR	Yes	Yes
Review Supplier Response	Yes	Yes
Refresh Analysis	Yes	Yes

Back Next

Submit

Pricing Benchmark Report: Reporting Area



Over a 2-year baseline

You Pay

Deal	2017	2018	Total
Salesforce Global	\$1,110,000.00	\$1,065,000.00	\$2,175,000.00

Market Pays

Deal	2017	2018	Total
Salesforce Global	\$880,000.00	\$850,000.00	\$1,730,000.00

NET(NET) CLIENTS PAY

Deal
Salesforce Global

Comparison

OUT OF MARKET (LOW)

Deal	2017	2018	Total
Salesforce Global	\$230,000.00	\$215,000.00	\$445,000.00

AWAY FROM OPTIMAL (HIGH)

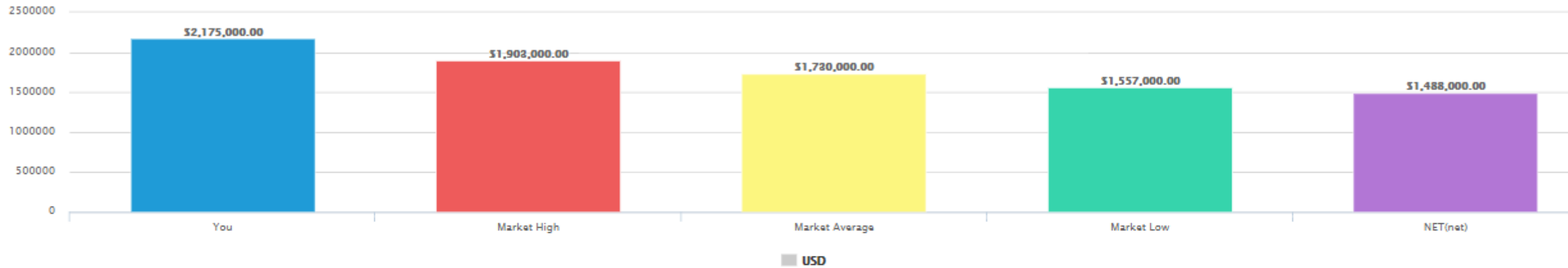
Deal	2017	2018	Total
Salesforce Global	\$366,000.00	\$321,000.00	\$687,000.00

Potential Savings Range



Pricing Benchmark Report Dashboard

NET(net) Federated Market Intelligence (FMI)



	Currency	Value	Value Difference	% Difference
<div></div> Your Cost	USD	\$2,175,000.00	--	--
<div></div> vs. Market High	USD	\$1,903,000.00	(\$272,000.00)	-14.29%
<div></div> vs. Market Average	USD	\$1,730,000.00	(\$445,000.00)	-25.72%
<div></div> vs. Market Low	USD	\$1,557,000.00	(\$618,000.00)	-39.69%
<div></div> Market Optimized	USD	\$1,488,000.00	(\$687,000.00)	-46.17%

Pricing Benchmark Report: Download

 [Download Report](#)



Pricing Benchmark Report

Powered by NET(net) Federated Market Intelligence (FMI)™

Assessed Salesforce.com for NET(net), Inc. on 24 Oct 2017

The information in the Pricing Benchmark Report (PBR) is confidential and shall not be disclosed to anyone who is not party to the Pricing Benchmark Report (PBR) agreement as described in the [Terms and conditions](#). In addition as detailed in the Terms and Conditions for the purchase of Acquired Services, Performance Fees (gain share) and hours worked are to be paid on conclusion of the Final Pricing Benchmark Report (PBR). All invoiced PBR's will be subject to the full inclusion of the Professional Services fees and Performance Fees as previously described in your Terms and Conditions unless "You" "opt out" as described under Section 5.1(iv) of the Terms and Conditions. All Subscriptions are valid for 1 year from the date of purchase.

Report Includes:

- Executive Summary
- Analyst Commentary
- Graphics and Numbers



EXECUTIVE SUMMARY

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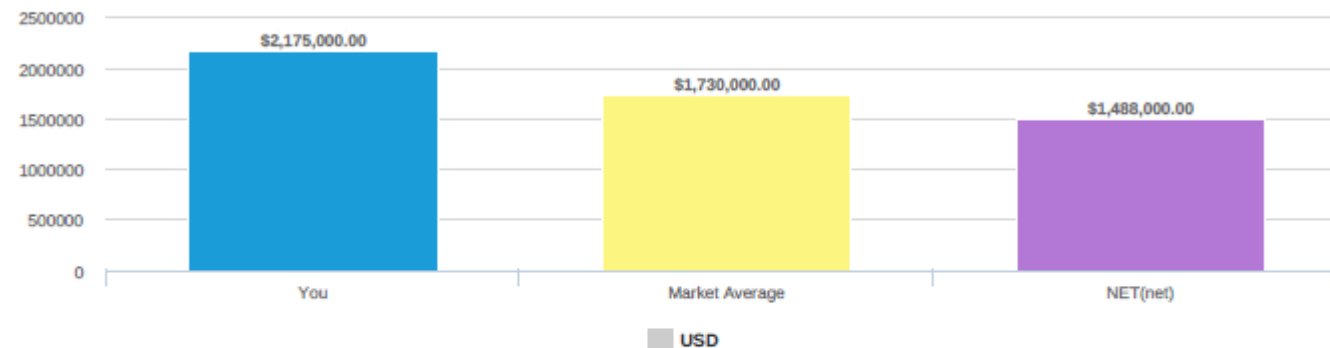
At eos viris fabulas volumus, has an illud feugiat. Id mei amet repudiare. Id vel propriae adversarium, nec in viderer aliquid denique, solet homero eum ex. Vis quidam definiebas an, duo ut tritani perfecto antiopam.





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Discount off List Comparison

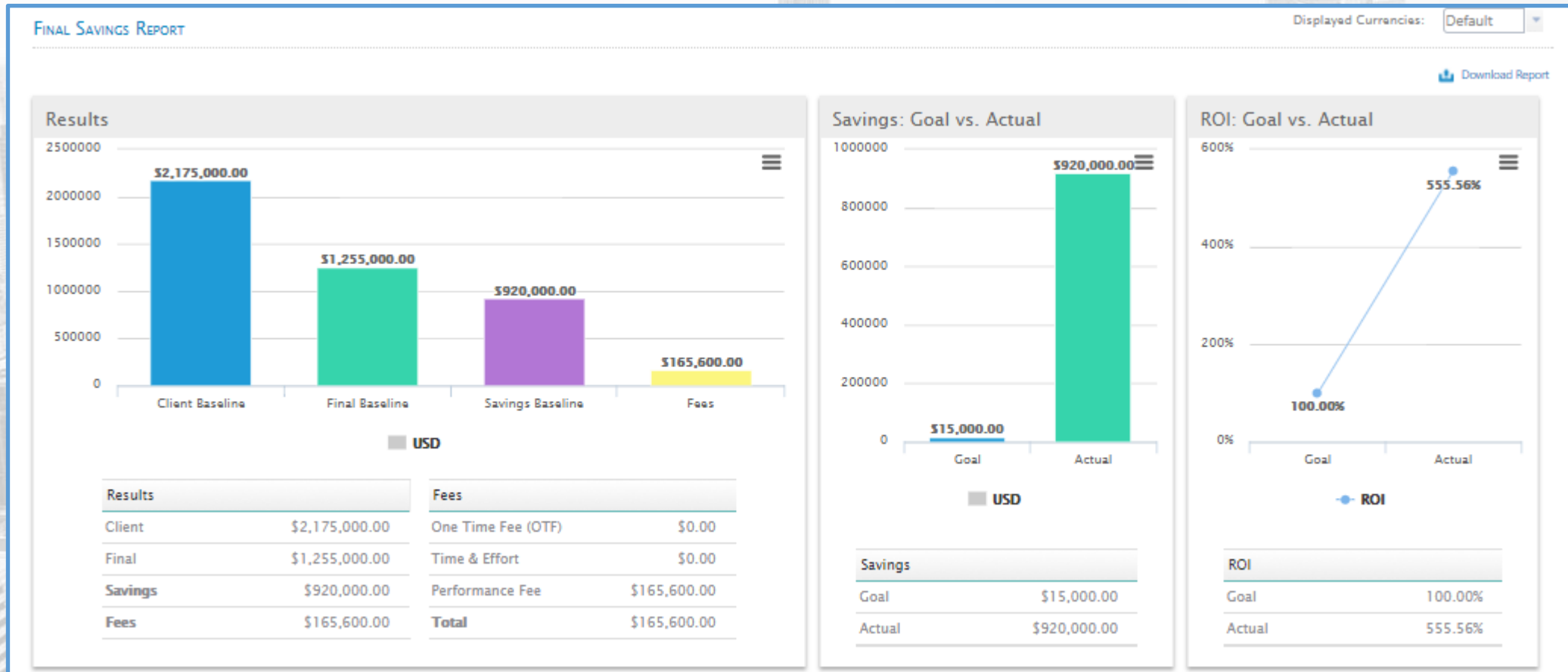


NET(net) Federated Market Intelligence (FMI) Comparison



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 Market Optimized	USD	\$1,488,000.00	(\$687,000.00)	-46.17%

Final Savings Report (if requested):



Case Study One – Global Private Equity

About the Client

- Leading Global Private Equity Firm

Situation

- Received a quote for software, hardware and services for a leading provider of IT Management Solutions
- Supplier stated that they were offering an “aggressive” discount off list for the product and stated this was the best they can do. To ensure that client was indeed getting a fair market price, NET(net) was engaged via their PBR program to get a holistic view of the market and pricing for this product.

Case Study One – Global Private Equity

Benchmark Findings

- NET(net) informed client that the optimal discount off list for this product should be at least 15% less than quoted. Further, NET(net) suggested several alternative products as a strategy to reduce the price to move closer to the expected market price.

Results

- By utilizing other offerings in this same space as the PBR advised and highlighting their similarity of features and benefits versus original supplier offerings, client was able to successfully negotiate an overall 17% additional from the original quote, resulting in a 1,100% ROI for the PBR.



Case Study Two – Global Financial Services

About the Client

- Global Financial Services firm specializing in Institutional Trading, Investment Banking, and Brokerage Services

Situation

- Company implementing major upgrade to global CRM capabilities to service more lines of business with a greater geographic coverage
- Client had received three quotes from shortlist of suppliers: Tier 1 CRM, Salesforce, and Appirio. With a short deadline to execute and begin execution, client engaged to receive PBR for each of the 3 supplier offerings and quotes.

Case Study Two – Global Private Equity

Benchmark Findings

- The results of the PBRs indicated significant savings could be achieved based on current market conditions, and advised on strategy to achieve the targeted savings. Encouraged by the strategy and market pricing provided, client exercised PBR option to enlist NET(net) in its negotiation services.

Results

- NET(net) employed the strategies advised in the benchmark assessment, and was able to achieve an additional 14% in gross savings over the original quotes, to meet the stated PBR optimized pricing. Including PBR and all fees, the client's ROI for the CRM engagement was well over 400%!

