



License & Vendor Negotiations

Selecting a vendor for software licensing has some unique complexities. This is not the time you want to simply go out and get three bids and choose the cheapest of the three... this is a very strategic decision that can impact the pricing for all of your IT purchases.

As with any negotiation, negotiating the price of software is a game of leveraging your assets. But in leveraging your software purchases, it is extremely important that you fully understand the "fringe benefits" you might lose or gain by going with one vendor over another. Hidden benefits like available user support, upgrade discounts, "package" discounts (with other software your company might be using) as well as intangibles like "reliability" are all things that need to be factored into your decision, along with an economical price.

The software professionals at **Cynthia Farren Consulting** have specialized in these types of negotiations for over 10 years. We have excellent credibility in the industry and an excellent success rate. Allow us to use our experience to help your IT and Purchasing staffs effectively manage your software purchases as the strategic decisions they truly represent.