

# Case Studies and Samples





# Benefits of Deal Benchmarking

IDC benchmarks drive independence and transparency in vendor management, and the services blend seamlessly with IDC's industry-leading research.



## Drive Transparency

IDC benchmark reports help buyers document negotiation success to management and internal customers



## Reduce Costs

Harnesses the power of peer best in class pricing to drive measurable savings



## Save Time

Reduces repeated cycles negotiating – best in class is now known

**Raise Profile:** World-class sourcing organizations routinely use IDC benchmarks to document value to internal customers and measure savings for management



# IDC Impact on Savings & Cost Reduction

IDC clients routinely drive measurable savings by benchmarking deals against best in class and right-sizing investments

## Typical Savings by Category

Hardware = 5-10%

Software = 10-20%

Maintenance  
= 10-15%

Professional Services  
= 5-10%

## Recent Case Studies (see following pages for details)

- Large US-Based Retailer **saved \$2M** on renewal of Microsoft Enterprise Agreement
- Regional Health Network **saved \$3M** using IDC to renegotiate IBM project rate card
- Market Data Firm **reduced costs by 21%** in server negotiations with Dell and HPE and **saved \$2M**





# Case Study #1 – Oil/Gas Firm Saved \$2M on Microsoft

<b>Scenario</b>	Client faced with \$45M EA/SCE required price benchmarking and negotiation advice
<b>Approach</b>	IDC provided tactical benchmark of current entitlement with validation of Level D and benchmark against peer best in class
<b>Outcome</b>	Client utilized IDC benchmark to level-set negotiation and gain concessions on pricing

Contract Type	Product Description	SKU	Product Type	Unit	Year 1			Year 2			Year 3			Total	IDC Lvl D	Discount off Level D	IDC Peer
					License Quantity	XXX Price	Annual Amount	License Quantity	XXX Price	Annual Amount	License Quantity	XXX Price	Annual Amount				
EA	Off365PE3 ShrdSvr ALNG SubsVL MVL PerUsr	AAA-10843	Subs	12	5,270			5,270			5,270				\$17.60		
EA	O365PE1FromSA ShrdSvr ALNG SubsVL MVL PerUsr	7R7-00002	Subs	12	57,569			57,569			57,569				\$5.98		
EA	O365PE1ShrdSvr ALNG SubsVL MVL PerUsr	T6A-00024	Subs	12	5,264			5,264			5,264				\$7.04		
EA	EntMobilitySteFromSA ShrdSvr ALNG SubsVL MVL PerUsr	AAA-10760	Subs	12	57,569			57,569			57,569				\$6.00		
EA	EntMobilitySteFull ShrdSvr ALNG SubsVL MVL PerUsr	AAA-10733	Subs	12	11,382			11,382			11,382				\$7.63		
EA	EOArchExchOnln ShrdSvr ALNG SubsVL MVL PerUsr	4DS-00001	Subs	12	5,000			5,000			5,000				\$2.64		
EA	PwrBIFro ShrdSvr ALNG SubsVL MVL PerUsr	NK4-00002	Subs	12	217			217			217				\$7.47		
EA	PwrBIFremP1 ShrdSvr ALNG SubsVL MVL	GSL-00002	Subs	12	1			1			1				\$3,726.26		
EA	ProjOnlnProf ShrdSvr ALNG SubsVL MVL PerUsr	7LS-00002	Subs	12	17			17			17				\$22.44		
EA	Audio Conf ShrdSvr ALNG SubsVL MVL PerUsr	TJ7-00001	Subs	12	7,200			7,200			7,200				\$3.52		
EA	MS MyAnalytics ShrdSvr ALNG SubsVL MVL PerUsr	V9N-00002	Subs	12	6,000			6,000			6,000				\$2.99		
EA	MSWorkplaceAnitos ShrdSvr ALNG SubsVL MVL PerUsr	GW2-0000	Subs	12	6,000			6,000			6,000				\$5.28		
EA	SfBSvr ALNG SA MVL	5HU-00216	Subs	1	2			2			2				\$1,511.00		
EA	VDA ALNG SubsVL MVL PerDvc	4ZF-00019	Subs	12	2,200			2,200			2,200				\$7.32		
EA	SharePointEntCAL ALNG LicSAPk MVL DvcCAL	76N-02345	SA	1	4,324			4,324			4,324				\$34.24		
EA	SysCtrStdCore ALNG SA MVL 2Lic CoreLic	9EN-00198	SA	1	3,064			3,064			3,064				\$17.76		
EA	Dyn365ERelationshipSales ShrdSvr ALNG SubsVL MVL	MPW-0000	Subs	12	20			20			20				\$114.00		
EA	PwrAppsP1 ShrdSvr ALNG SubsVL MVL PerUsr	DNT-00002	Subs	12	250			250			250				\$6.16		
EA	PwrAppsP2 ShrdSvr ALNG SubsVL MVL PerUsr	DNV-0000	Subs	12	2			2			2				\$35.20		
SCE	BztlkSvrBrnch ALNG SA MVL 2Lic CoreLic	HJA-00775	SA	1	38			38			38				\$193.92		
SCE	BztlkSvrEnt ALNG SA MVL 2Lic CoreLic	F52-02145	SA	1	16			16			16				\$3,392.76		
SCE	CISSteDCCore ALNG SA MVL 2Lic CoreLic	9GS-00135	SA	1	2,616			2,616			2,616				\$156.00		
SCE	CISSteStdCore ALNG SA MVL 2Lic CoreLic	9GA-00313	SA	1	28,640			28,640			28,640				\$33.96		
SCE	SharePointSvr ALNG SA MVL	H04-00268	SA	1	36			36			36				\$1,147.32		
SCE	SQLSvrEnt ALNG SA MVL	810-04760	SA	1	191			191			191				\$1,387.44		
SCE	SQLSvrStd ALNG SA MVL	228-04433	SA	1	1,202			1,202			1,202				\$137.76		
SCE	SQLCAL ALNG SubsVL MVL DvcCAL	359-05813	Subs	12	31,113			31,113			31,113				\$3.99		
SCE	SQLCAL ALNG SubsVL MVL UsrCAL	359-05814	Subs	12	30,816			30,816			30,816				\$3.99		
SCE	SQLSvrEntCore ALNG SA MVL 2Lic CoreLic	7JQ-00343	SA	1	829			829			829				\$2,109.24		
SCE	SQLSvrStdCore ALNG LicSAPk MVL 2Lic CoreLic	7NQ-00302	L&SA	1	28			28			28				\$1,321.00		
SCE	YSEntwMSDN ALNG SA MVL	MX3-00117	SA	1	181			181			181				\$1,005.84		
SCE	YSProwMSDN ALNG SA MVL	77D-00111	SA	1	389			389			389				\$303.24		
SCE	YSTeamFndtnSvr ALNG SA MVL	125-00124	SA	1	5			5			5				\$65.52		
SCE	YSTstProwMSDN ALNG SA MVL	L5D-00162	SA	1	2			2			2				\$289.56		
SCE	WinSvrExtConn ALNG SA MVL	R39-00396	SA	1	16			16			16				\$326.04		
IDP	SQLCAL ALNG LicSAPk MVL LotnConn	359-05227	L&SA	1	591			591			591				n/a		
IDP	WinSvrCAL ALNG LicSAPk MVL LotnConn	R18-03492	L&SA	1	591			591			591				n/a		
IDP	WinSvrCAL ALNG LicSAPk MVL LotnConn	R18-03492	L&SA	1	127			127			127				n/a		
<b>Total Annual Investment</b>																	

Sample Output; data redacted



# Case Study #2 – Health Network Saved \$3M on IBM

XXX Role Descriptions and Levels					Short Term Project Labor Rate (\$/hour)						Long Term Project Labor Rate (\$/hour)						
Role	Skills, Education and Experience Required	Level	Experience	Description	Onshore - XXX Site (US)		Onshore - Vendor Site (US)		Offshore - Vendor Site (India)		Onshore - XXX Site (US)		Onshore - Vendor Site (US)		Offshore - Vendor Site (India)		
					2019	IDC Peer	2019	IDC Peer	2019	IDC Peer	2019	IDC Peer	2019	IDC Peer	2019	IDC Peer	
Business Strategy and Transformation Consultant	Digital business strategy and transformation consulting. Create differentiated business strategies with a digital lens by applying modern design methods and maximizing the cutting-edge capabilities of IBM and our extensive ecosystem of partners. Assess and apply seven key elements that drive Digital Reinvention including new business models. These elements of digital transformation rely on analytics and cognitive insights, building responsive operations and developing an innovative culture. Apply IBM Design Thinking through Envision workshops, to identify high value pilot opportunities and innovative experiences. This work can lead to projects ranging from digital strategy to proofs of concept to engagements focused on one of the seven drivers of digital transformation. Outcomes include: - Identification of new revenue streams and market activation opportunities	Junior	1 – 3 years of experience	Supporting role to facilitate meetings, working sessions and workshops with sensitivity to client and team needs - consulting, support and execution of digital business strategy projects and specific project deliverables	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	
		Intermediate	3 – 6 years of experience	Advise on business model transformation through an approach that combines human-centered design with an understanding of emerging technologies and platforms	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_
		Senior	7 – 9 years of experience	Leadership role in advising on business model transformation through an approach that combines human-centered design with an understanding of emerging technologies and platforms. Accountable for delivery excellence	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_
Change Management and Governance Consultant	Problem and change management leadership; may include management of Environment Build/Maintenance, and/or Configuration Management (Strategy/Process definition) for application infrastructure projects. Provides integrated management capability across Cloud services and Business Units to give a seamless delivery experience to clients. Responsible for the overall quality of the process.	Junior	3 – 6 years of experience	responsible for deliverables and solutions	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	
		Intermediate	7 – 10 years of experience	Leads project teams and is responsible for deliverables and project management	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_
		Senior	10 – 12 years of experience	Leads project teams and is responsible for deliverables and project management	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_
Delivery Executive	Provides Executive oversight on projects involving significant complexity and budget. Responsible for the management of projects via a well defined methodology and corresponding plan. Responsible for additional processes used to prepare systems for production, support production and continuous improvements to processes within the organization. Requires significant project	Senior	7-9 Years	Manages complex programs. Defines program management methodology and standards.	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	
		Expert	10 or more years of experience	Manages complex, very large programs. Defines program management methodology and standards.	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_	^_

Sample Output; data redacted

<b>Scenario</b>	Client renegotiating multi-tower outsourcing contract with IBM including multi-million dollar professional services spend
<b>Approach</b>	IDC delivered rate card analysis plotting peer best in class rates for approximately 75 onshore vs. offshore rates for short- and long-term project placements. IDC also delivered independent data to validate COLA escalation curbing year over year increases
<b>Outcome</b>	Client utilized IDC benchmark to support negotiations and mitigate long-term cost increases with projected savings of \$3M



# Case Study #3 – Market Data Firm Saved \$2M on Dell/HPE Server Negotiations

<b>Scenario</b>	Client competing footprint between two major commodity server providers – HPE and Dell
<b>Approach</b>	IDC delivered validation of list pricing and benchmark of peer best in class discount to assist in baselining pricing and establishing negotiation threshold within competitive bidding scenario
<b>Outcome</b>	Client leveraged IDC to establish more aggressive discount targets that reduced total cost by 21% a total of 2M dollars

Qty	Part Number	Description	XXX Price	IDC List Price	IDC Ext. List Price	Discount	Peer Best in Class
1	868703-B21	HPE DL380 Gen10 8SFF CTO Server		\$2,359.00	\$2,359.00		
1	868703-B21#ABA	HPE DL380 Gen10 8SFF CTO Server		\$0.00	\$0.00		
1	826872-L21	HPE DL380 Gen10 6134 Xeon-G FIO Kit		\$3,509.00	\$3,509.00		
1	826872-B21	HPE DL380 Gen10 6134 Xeon-G Kit		\$3,509.00	\$3,509.00		
12	835955-B21	HPE 16GB 2Rx8 PC4-2666V-R Smart Kit		\$630.00	\$7,560.00		
8	870757-B21	HPE 600GB SAS 15K SFF SC DS HDD		\$1,079.00	\$8,632.00		
1	870548-B21	HPE DL Gen10 x8 x16 x8 Rsr Kit		\$149.00	\$149.00		
1	P01366-B21	HPE 96W Smart Storage Battery 145mm Cbl		\$149.00	\$149.00		
1	804331-B21	HPE Smart Array P408i-a SR Gen10 Ctrlr		\$599.00	\$599.00		
1	665240-B21	HPE Ethernet 1Gb 4-port 366FLR Adapter		\$329.00	\$329.00		
2	830272-B21	HPE 1600W FS Plat Ht Plg LH Pwr Sply Kit		\$479.00	\$958.00		
1	758959-B22	HPE Legacy FIO Mode Setting		\$1.00	\$1.00		
1	733660-B21	HPE 2U SFF Easy Install Rail Kit		\$100.00	\$100.00		
1	BD507A	HPE iLO Adv AKA Lic 3yr Support		\$469.00	\$469.00		
<b>Total</b>			\$10,915.52	\$13,361.00	\$28,323.00		
1	SFN8522-PLUS	XTREMESCALE DUAL-PORT 10GBE SERVER I/O ADAPTER ONLOAD & PTP	\$773.19	\$1,300.00	\$1,300.00		
1	SOLR-SFM10G-SR	10G ENET SFP+ 10GBASE-SR 850NM MULTIMODE TRANSCEIVER	\$102.92	\$175.00	\$175.00		

Qty	Part Number	Description	XXX Price	IDC List Price	IDC Ext. List Price	Peer Best in Class
1	210-AMTE	PowerEdge R740XD Server, DSS		\$586.00	\$586.00	
1	329-BDKH	PowerEdge R740/R740XD MB		\$0.00	\$0.00	
1	461-AADZ	No Trusted Platform Module		\$0.00	\$0.00	
1	321-BCPW	3.5"x12HDs BP,4HD MP,4HD FB,2P		\$200.00	\$200.00	
1	340-BLBE	PowerEdge R740XD Shipping		\$0.00	\$0.00	
1	343-BBFU	PE R740 Shp Mtl		\$0.00	\$0.00	
1	338-BLUS	Silv 4114 2.2G,14M,85W		\$1,129.00	\$1,129.00	
1	374-BBPP	Silv 4114 2.2G,14M,85W		\$1,129.00	\$1,129.00	
1	370-ABWE	DIMM Blanks for System with 2 Processors		\$0.00	\$0.00	
1	412-AAIP	1U Pipe Low Profile Heatsink		\$29.00	\$29.00	
1	412-AAIP	1U Pipe Low Profile Heatsink		\$29.00	\$29.00	
1	370-ADNU	2666MT/s RDIMMs		\$0.00	\$0.00	
1	370-AAIP	Performance Optimized		\$0.00	\$0.00	
1	379-BDED	D22, No drives in Front or Mid Bays, Unconfigured RAID for Flex Bay - DSS RESTRICTED		\$0.00	\$0.00	
1	405-AANQ	PERC H740P RAID Minicard		\$1,049.00	\$1,049.00	
1	365-0354	CFI,STANDARD OPTION NOT SELECTED		\$0.00	\$0.00	
1	619-ABVR	No Operating System		\$0.00	\$0.00	
1	421-5736	No Media Required		\$0.00	\$0.00	
1	385-BBKT	iDrac9,Enterprise		\$489.00	\$489.00	
1	379-BCQY	iDRAC Group Manager, Disabled		\$0.00	\$0.00	
1	379-BCSG	iDRAC,Legacy Password		\$0.00	\$0.00	
1	330-BBHF	Riser Config 1, 4 x8 slots		\$89.00	\$89.00	
1	555-BCKP	X710 QP,10Gb,DA/SFP+,NDC		\$849.00	\$849.00	
1	384-BBPZ	6 PerfFans forR740/740XD		\$199.00	\$199.00	
1	450-ADWM	Dual,Redundant,Hot-plug PS,1100W		\$785.00	\$785.00	
1	325-BCHU	PowerEdge 2U Standard Bezel		\$49.00	\$49.00	
1	389-BTTO	PE R740XD Luggage Tag		\$0.00	\$0.00	
1	350-BBJV	No Quick Sync		\$59.00	\$59.00	
1	384-BBBL	Performance BIOS Settings		\$0.00	\$0.00	
1	611-BBBE	No-OS Partition Removed		\$0.00	\$0.00	
1	770-BBBQ	Slide RdyRL,No CMA		\$149.00	\$149.00	
1	631-AACK	No Systems Docs, No OMD DVD Kit		\$0.00	\$0.00	
1	332-1286	US Order		\$0.00	\$0.00	
1	984-3267	CSTM LINE ITEM SVC		\$0.00	\$0.00	
1	900-9997	ONSITE INSTL DECLINED		\$0.00	\$0.00	
1	973-2426	INFO Declined Remote Consulting Service		\$0.00	\$0.00	
12	370-ADNF	32GB RDIMM 2666MT/s Dual Rank		\$1,119.00	\$13,428.00	
2	400-BDOS	SSDR,480G,2E,IT06,2.5,14FB		\$569.00	\$1,138.00	
2	492-BBDI	C13-C14,PDU,12A,6.5 ft ,2m,NA		\$20.00	\$40.00	
1	813-6068	HW WRTY + SVC,PE R740XD		\$249.00	\$249.00	
1	929-8519	GCP Operations Management		\$17.00	\$17.00	
1	814-3411	INFO,PS1DC,TECH SPT CONTACT,ENTERPRISE		\$0.00	\$0.00	
1	813-6075	PS NBD OS,PE R740XD,3YR		\$0.00	\$0.00	
1	817-2509	ProSupport One for Data Center : 7x24 HW/SW Technical Support and Assistance, 3 Years		\$2,347.00	\$2,347.00	
<b>Total</b>			\$10,371.00	\$11,140.00	\$24,038.00	

Sample Output; data redacted



# Typical Usage Snapshot (11mo.)

Date Closed	Description	Outcome	Type	Purpose	Date Closed	Description	Outcome	Type	Purpose
06-Aug-2018	Deal Review : Symantec - Benchmark	Completed	Benchmarks	Deal Review	15-Jan-2019	Deal Inquiry: Sonar Source - SonarQube	Completed	Benchmarks	Deal Review
06-Aug-2018	Deal Review: McAfee - Benchmark	Completed	Benchmarks	Deal Review	25-Jan-2019	Deal Review: Proofpoint Email Archive Benchmark	Completed	Benchmarks	Deal Review
07-Aug-2018	Deal Review: Imperva - Price Validation	Completed	Benchmarks	Deal Review	31-Jan-2019	New Deal Review-IDC-BMC TrueSight product	Completed	Benchmarks	Deal Review
07-Aug-2018	Deal Review: Cisco Network Investigation - Benchmark	Completed	Benchmarks	Deal Review	01-Feb-2019	Deal Review: F5 Maintenance Renewal	Completed	Benchmarks	Deal Review
07-Aug-2018	Deal Review: Tanium - Price validation	Completed	Benchmarks	Deal Review	04-Feb-2019	Deal Review: Check Point Maintenance Renewal	Completed	Benchmarks	Deal Review
07-Aug-2018	Deal Review: Forcepoint - Email DLP - Benchmark	Completed	Benchmarks	Deal Review	12-Feb-2019	Deal Review: Microsoft Pricing and LARs	Completed	Benchmarks	Deal Review
07-Aug-2018	Deal Inquiry: Titus	Completed	Benchmarks	Deal Review	25-Feb-2019	Deal Review: NetApp Quotes for March Spend - A1	Completed	Benchmarks	Deal Review
08-Aug-2018	Deal Review: Quest - Benchmark	Completed	Benchmarks	Deal Review	28-Feb-2019	Deal Review: Dell EMC / HCI proposal to XXX - A2	Completed	Benchmarks	Deal Review
08-Aug-2018	Deal Review: Twistlock- Benchmark	Completed	Benchmarks	Deal Review	28-Feb-2019	Deal Review: Dell EMC / HCI proposal to XXX - A3	Completed	Benchmarks	Deal Review
08-Aug-2018	Deal Inquiry: Gemalto	Completed	Benchmarks	Deal Review	15-Mar-2019	Deal Review: AppDynamics - Benchmark	Completed	Benchmarks	Deal Review
14-Aug-2018	Deal Review: Datawatch - Pricing Validation	Completed	Benchmarks	Deal Review	21-Mar-2019	New Deal Review: UPDATE on XXX / DELL-EMC Q1 Cocktail - Proposed Options for HCI and storage - A1	Completed	Benchmarks	Deal Review
15-Aug-2018	Deal Review: CA - Pricing Validation	Completed	Benchmarks	Deal Review	03-Apr-2019	2 deal reviews - Netscout and Viavi	Completed	Benchmarks	Deal Review
20-Aug-2018	Deal Inquiry: Infosys Rate Card - Benchmark	Completed	Benchmarks	Deal Review	08-Apr-2019	Deal Review: EPAM Prof Services Rate Card	Completed	Benchmarks	Deal Review
23-Aug-2018	Deal Review: Cisco ESA/WSA	Completed	Benchmarks	Deal Review	10-Apr-2019	Deal Review: Oracle Exadata	Completed	Benchmarks	Deal Review
24-Aug-2018	Deal Review: NetApp - Validated Best-in-Class Savings	Completed	Benchmarks	Deal Review	16-Apr-2019	Deal Review: Forcepoint Benchmark	Completed	Benchmarks	Deal Review
29-Aug-2018	Deal Review: Recruiting Software - Benchmark	Completed	Benchmarks	Deal Review	13-May-2019	Deal Review: XXX - Splunk	Completed	Benchmarks	Deal Review
31-Aug-2018	Deal Review: Adobe Campaign and Audience Manager	Completed	Benchmarks	Deal Review	14-May-2019	Deal Review: XXX - Splunk - #2	Completed	Benchmarks	Deal Review
11-Sep-2018	Deal Inquiry: IBM Audit	Completed	Benchmarks	Deal Review	15-May-2019	Deal Inquiry: -Integrated Research	Completed	Benchmarks	Deal Review
27-Sep-2018	Deal Review: RackSpace Benchmark - A2	Completed	Benchmarks	Deal Review	15-May-2019	Deal Review: VXRail OBC - A1	Completed	Benchmarks	Deal Review
05-Oct-2018	Deal Review: BlackDuck - Benchmark	Completed	Benchmarks	Deal Review	20-May-2019	Deal Review: DocuSign Benchmark	Completed	Benchmarks	Deal Review
23-Oct-2018	Deal Review: DataRobot for Hadoop - Benchmark	Completed	Benchmarks	Deal Review	23-May-2019	Deal Review: XXX Microsoft LSP RFI/RFP	Completed	Benchmarks	Deal Review
09-Nov-2018	Deal Review: -NetApp-IDC Benchmarking - A2	Completed	Benchmarks	Deal Review	27-Jun-2019	Deal Inquiry: Added Information - Webex Only quote	Completed	Benchmarks	Deal Review
19-Nov-2018	Deal Review: Box.com	Completed	Benchmarks	Deal Review	27-Jun-2019	Deal Review - additional review IDC-DocuSign -	Completed	Benchmarks	Deal Review
12-Dec-2018	Deal Inquiry: -Informatica-Rule Point pricing -	Completed	Benchmarks	Deal Review	10-Jul-2019	Deal Review: WebEx	Completed	Benchmarks	Deal Review