

WHY CANNON:

- Uncover inefficiencies
- Reduce spend
- Manage usage
- Improve IT cost transparency
- Maintain control over IT budget

NEGOTIATION ASSISTANCE

As the technology market continues to evolve at an exponentially rapid pace, sourcing teams struggle to keep up. While they may have a high-level understanding of where the market is today, they don't have time to stay on top of its various nuances, such as new vendor offerings, industry rates or how to approach the vendor while maintaining leverage.

Internally, many don't have a handle on what contracts they have place, the terms of those contracts and whether their existing technologies are still relevant and/or being used—nor do they have the time or the resources to figure it all out. But without that key information, businesses are losing money and missing out on additional opportunities for savings.

That's where Cannon Group shines. We are skilled negotiators and we advocate for you. With our Negotiation Assistance solution, we offer market intelligence and negotiation expertise to ensure you're getting the best contract terms with the lowest rates for the technologies that will support your business.

NEGOTIATE FROM A POSITION OF STRENGTH

Cannon Group delivers thought leadership and expert insights to help you create successful sourcing negotiations. With our Negotiation Assistance solution, you'll get:

- Industry trends and vendor updates
- Leverage points within existing contract
- Vendor bid sheets
- Benchmarking price points and data

With vast market intelligence, deep provider knowledge and visibility into your existing contracts, we can help you become expert negotiators so that you can:

- Shorten the bid process by up to two to four months
- Increase leveraging power
- Maximize savings with better contract terms
- Free up resources to focus on business-critical activities

We'll close the knowledge gap so that you can negotiate from a position of strength for bottom-line growth.

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  #ThisIsCannon