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CASE STUDY

Enterprise Client Secures ~17.5m Value Beyond Renewal Trajectory

ROI Led Software Investment Management

Executive Summary

An enterprise customer reset their software renewal trajectory by measuring value against their true control point instead of the standard exit rate. By converting commercial pressure into measurable, defensible ROI, the engagement unlocked **~17.5m** in value, a reduction of around 45% against the initial control point spend trajectory.

The Challenge

The client faced a complex renewal where the control point revealed a materially higher spend trajectory driven by vendor pricing, product expansion and agreement structures. Standard benchmarking against the exit rate would have severely understated the real value at risk.

Key operational challenges included:

- Vendor led price and packaging pressure
- Unchecked cost growth from new technology and security requirements
- Limited flexibility inherent in traditional renewal mechanics
- The urgent need for an objective baseline to clearly evidence ROI

FAST FACTS

Client Type
Enterprise customer

Users in Scope
~2k (stable baseline)

Service
ROI Led Investment Management

Control Point Trajectory
~40m

Value Unlocked
~17.5m

Total Spend Reduction
~45%

The Solution

Livingstone reframed the engagement around strategic value realisation. Moving the customer away from passive price acceptance, Livingstone enabled controlled commercial decision making by establishing an objective value baseline and introducing strategic market tension.

Key execution steps included:

- Establishing a clear control point and value baseline to measure real risk
- Optimising the bill of materials directly around verified operational demand
- Evaluating highly flexible contract structures to preserve long term agility
- Negotiating the final commercial outcome using competitive market tension

The Method

Delivered through the proprietary Livingstone Value Method, a structured five stage framework that anchors ROI to the commercial trajectory avoided.

01 **Control Point**
Define the true potential spend trajectory driven by vendor pricing and expansion.

02 **Demand Reset**
Challenge and optimise the bill of materials based on actual business needs.

03 **Contract Options**
Test alternative contract routes and flexible structures.

04 **Competitive Tension**
Introduce market tension to shift negotiation leverage.

05 **Value Realisation**
Deliver a defensible, commercially meaningful final outcome.

Impact & Results

Defensible ROI

Secured a reduction of around 17m to 17.5m from the initial control point trajectory, yielding an immediate savings outcome of roughly 43% to 45%.

Control Beyond Signature

Created a robust operating model for managing ongoing demand, business growth, true ups and future technology adoption.

Forward Value

Positioned the customer to safeguard long term value through continuous optimisation, strict FinOps discipline and proactive renewal readiness.

Conclusion

> The strongest ROI stories are measured against the commercial trajectory a business successfully avoids, not simply the final price paid at exit. By anchoring savings to a rigorous control point baseline, Livingstone ensures that value realisation stays clear, credible and entirely repeatable for mature procurement organisations.

Want to uncover hidden value in your enterprise software agreements?

Get in touch with Livingstone to see how our independent strategic advisory services can help your organisation achieve similar defensible results.

Contact us today

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