

— THE MID-MARKET SAAS RENEWAL PLAYBOOK

# How Mid-Market Companies Recover \$100K–\$300K in Cumulative SaaS Savings Without Replacing a Single Vendor

A practitioner's guide to reclaiming leverage before your next auto-renewal cycle — and why most companies typically overpay 15–30% in SaaS licensing and pricing at renewal.

Every dollar of savings is confirmed in a signed contract amendment before we calculate a single fee.

**\$300K+**

Confirmed savings across engagements

**15–30%**

Typical overspend in licensing & pricing benchmarks

**\$77K**

Average year-one savings per engagement

**20%**

RenewIQ fee — confirmed savings only

— THE MODEL

## The Mid-Market Gap Platforms Don't Fill

Platforms like **Vertice**, **Tropic**, and **Vendr** are built for enterprise procurement teams managing \$10M+ in SaaS. Platform fees start at \$30K–\$50K/year — before a single negotiation — and they require internal procurement staff to operate. For a 200–700 person company without a sourcing function, you'd be buying a tool that requires the team you don't have.

	Vertice / Tropic / Vendr	RenewIQ Advisors
Entry cost	Platform fees from \$30K–\$50K/year	\$0 upfront. 20% of confirmed savings.
Operates it	Your internal procurement team	We negotiate. You review and approve.
First insight	Weeks of onboarding	Portfolio assessment in 3–5 business days.
Best fit	Enterprise (\$10M+ SaaS)	Mid-market (\$1M–\$5M SaaS)
If nothing found	Platform fee already paid	You pay nothing. Zero.

— THE PROBLEM

**Your vendors run this negotiation every day. You run it once every two years.**

Your vendors track your usage, know your notice windows, and benchmark your pricing against every comparable account. That asymmetry is structural — and it compounds every renewal cycle you let it run unchallenged.

**Auto-renewal lock-in**

Miss the 60–90 day notice window and you're locked in at current pricing for another full term. No leverage, no recourse.

**Ghost licenses**

Seats from last year's headcount. Features from a roadmap that never shipped. Still billing at full rate.

**Benchmark asymmetry**

Your rep knows what every comparable account pays. That information gap is worth tens of thousands per contract.

— WHY THE TIMING MATTERS

## Every quarter you wait is a quarter your vendors lock in stronger terms.

**Most SaaS contracts carry 60–90 day notice windows.** Miss the window and you auto-renew at current pricing — with no leverage remaining.

**The average mid-market company has 2–4 significant contracts renewing each year.** Without a centralized calendar, most companies don't know which vendors are approaching until it's too late.

**Every month you delay, your vendor is already planning your renewal.** Their team is building the case. Without a counterpart on your side, you'll negotiate from their terms.

— OUR PROCESS

## Three Steps. No Upfront Cost. No Savings, No Invoice.

<p><b>01</b>  <b>Portfolio Scan — 3 to 5 Business Days</b>                  Complete vendor portfolio mapped: contracts, renewal dates, notice windows, utilization. Every leverage point identified before we commit.</p>	<p><b>02</b>  <b>Negotiation Execution — 3–6 Weeks</b>                  We run every vendor conversation. Benchmarking, framing, escalation timing — enterprise methodology applied to your specific contracts.</p>	<p><b>03</b>  <b>Confirmed Savings — In Writing</b>                  Savings confirmed in executed contract amendments before any fee calculation. 20% of first-year savings, capped at \$100K. Nothing found means nothing owed.</p>
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— CLIENT ENGAGEMENT — ANONYMIZED AT CLIENT REQUEST

## \$184,000 Recovered — Three Vendors, All Renewing Within Two Weeks of Each Other

**\$184,000**

CONFIRMED TWO-YEAR SAVINGS · YEAR ONE VERIFIED REDUCTION: \$92,000

RenewIQ fee: \$18,400 (20% of year-one savings) · Net client benefit year one: \$73,600

Company type <b>Professional Services</b>	Employees <b>~480</b>	Annual SaaS spend <b>~\$480K (3 vendors)</b>	Vendors <b>Salesforce, Workday, DocuSign</b>	Contract term <b>2-year renewal on all three</b>	Days to renewal <b>40–55 days when engaged</b>
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The VP of Sales owned Salesforce. The CFO owned Workday. No one owned DocuSign — it renewed automatically and the invoice went to AP. All three had auto-renewed without a utilization review in at least three years.

When engaged, all three were within a two-week window of each other: Salesforce 40 days out, DocuSign 48, Workday 55. An accelerated portfolio scan surfaced:

- Salesforce: 85 licensed seats, 61 active in trailing 90 days. The 24 inactive seats included users from a division that reorganized the prior year — never removed from the contract. Negotiated to 68 seats with a 12% per-seat rate reduction. Year-one savings: \$50,000.
- Workday HCM: PEPM rate had auto-increased 8% at the prior renewal with no pushback. One module contracted but never deployed was still billing. Rate increase reversed, module removed from scope. Year-one savings: \$22,000.
- DocuSign: Enterprise tier. Advanced features — custom branding, bulk send, advanced auth — had never been activated. Downgraded to Business Pro with zero workflow disruption. Year-one savings: \$20,000.
- Combined contract value at current pricing across all three: \$960,000 over the two-year term.

**Result: Confirmed two-year savings: \$184,000. Year-one verified reduction: \$92,000. RenewIQ fee: \$18,400. Net client benefit in year one: \$73,600.**

*Client details anonymized at their request. Total SaaS portfolio exceeded \$1M annually; this engagement addressed three vendors.*

#### — IDEAL CLIENT PROFILE

## Is This Engagement Right for Your Organization?

Strong fit	Probably not a fit
<ul style="list-style-type: none"> <li>• 200–700 employee US company with \$1M–\$5M SaaS spend</li> <li>• Professional services, B2B outsourcing, or commercial real estate</li> <li>• No internal procurement or strategic sourcing function</li> <li>• Leaders who know they're overpaying but lack bandwidth to act</li> </ul>	<ul style="list-style-type: none"> <li>× Internal procurement or strategic sourcing team</li> <li>× Technology company or AI-first startup</li> <li>× Less than \$1M in total annual SaaS spend</li> <li>× Already running Tropic, Vertice, or comparable platform</li> </ul>

## No Savings Confirmed. No Invoice Sent.

*A pure performance model — our fee comes exclusively from the savings we deliver.*

- ✓ Zero upfront cost — the engagement begins at no cost to you
- ✓ 20% of confirmed first-year savings — no other fee structure exists
- ✓ \$100K cap per engagement — removes all open-ended financial risk
- ✓ All savings confirmed in executed contract amendments before any fee is calculated

*“The Workday rate increase had been auto-executing for two years and no one flagged it. The Salesforce seats from the people who left were still in the contract. RenewIQ found both in the first week. We got \$92,000 back in year one on contracts we thought were fine.”*  
 — CFO, 480-Person Professional Services Firm, Atlanta, GA

**Your vendors have already set the terms. It's time to reset them.**

[calendly.com/renewiqadvisors/30min](https://calendly.com/renewiqadvisors/30min)

— SECOND CLIENT ENGAGEMENT — ANONYMIZED AT CLIENT REQUEST · B2B OUTSOURCING

## \$118,000 Recovered — Two Vendors, One Rate Escalation No One Knew Was Discretionary

Company type <b>B2B Outsourcing Firm</b>	Employees <b>~390</b>	Vendors <b>Salesforce, ADP Workforce Now</b>	Contract term <b>2-year renewal on both</b>	Annual spend <b>~\$275K across two vendors</b>	Days to renewal <b>52 days when engaged</b>
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The VP of Finance managed both vendor relationships and considered them stable. ADP had been in place for six years. Salesforce for four. Neither had been formally renegotiated — renewals were handled via a DocuSign link from the rep. Both were 52 days from auto-renewal when engaged. Combined contract value at current pricing: \$550,000 over two years. Portfolio scan surfaced:

- Salesforce: 72 licensed seats following a hiring push 18 months prior. A restructuring six months later left 14 seats assigned to users with no CRM activity in over 90 days. Negotiated to 58 active seats with a 13% per-seat rate reduction. Year-one savings: \$42,000.
- ADP Workforce Now: The escalation clause was discretionary language — standard in ADP contracts, routinely presented as fixed. Prior escalations partially reversed, PEPM rate reduced going forward, escalation clause removed from the new renewal term. Year-one savings: \$21,000 (reversal credit + ongoing rate reduction).

**Confirmed two-year savings: \$118,000. Year-one verified reduction: \$63,000. RenewIQ fee: \$12,600. Net client benefit in year one: \$50,400.**

*“Our ADP rep told us every year that the rate increase was contractually required. RenewIQ showed us the actual clause. It wasn’t required — it was discretionary language ADP uses to see if anyone pushes back. No one ever had.” — VP of Finance, 390-Person B2B Outsourcing Firm, Chicago, IL*

### Start with a Free 30-Minute Portfolio Review

No commitment. No pitch deck. An honest look at which contracts carry leverage, what we’d expect to find, and whether an engagement makes sense for your situation.

— WHAT TO BRING TO THE FIRST CALL

Current vendor agreements and order forms	Recent renewal correspondence or quotes
A list of your active SaaS vendors and approximate spend	A decision-maker with authority to execute contract amendments

## \$300,000+ in confirmed savings across engagements.

Two engagements. Two industries. Two vendor mixes. One methodology.

Every engagement begins with a free 30-minute portfolio review. No commitment. No pitch deck. An honest read on where your leverage is — and whether we can help.

[calendly.com/renewiqadvisors/30min](https://calendly.com/renewiqadvisors/30min)