

## How Can We Offer Spendata for Just \$699 a year?

**We get this question a lot and we understand why.**

Spendata is more capable than many systems costing 10 times, or even 100 times as much. So, why have we priced it so low? It's simple. We've priced it for volume sales because we think it's time to make spend analysis affordable for every business user.

Spendata is not only inexpensive, but also powerful and secure. It's perfect for:

- end users who are non-experts;
- consulting firms that want to empower their clients;
- small businesses that can't afford enterprise solutions but want the spend visibility and cost savings larger organizations enjoy;
- larger enterprises that want to equip their analysts and commodity managers with the ability to make intelligent sourcing decisions quickly and accurately.



### What drives up the costs of conventional systems?

#### 1. Data refreshes

For many spend analysis vendors, the system is a means to an end; namely, to sell data and consulting services. Those data services begin with building the initial data set and continue on, month after month, as “data refreshes.” Each refresh is billable. Every mapping change is billable and the meter is always running.

In contrast, Spendata provides you with simple but powerful tools to accomplish changes and refreshes on your own, quickly and easily.

#### 2. Data mapping services

Data mapping is the “secret sauce” of spend analysis. It involves the creation and refinement of data relationships, the very thing that powers insight. If the means to perform data mapping is unavailable to you, or it is sufficiently opaque that it may as well be, then it must be performed by your vendor.

Costs add up very quickly. You end up paying for the time needed for the vendor to understand and execute your instructions, then the time you spend checking their work and reporting their mistakes, and then the time they must spend fixing them.

In contrast, Spendata provides you with easy-to-use drag-and-drop mapping tools, with short, targeted videos that demonstrate each step of the process. You can eliminate this tedious and costly game of “telephone” and drive value on your own.

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3. Fixed costs.

Cloud computing sounds great until you have to pay for it. Buying, maintaining, and keeping servers secure is not cheap.

You will also find that with many competitive offerings, not much effort is invested in the product itself. Some spend analysis “systems” are just third-party BI tools with some custom dashboards. This means you end up paying for the software and operating system licenses necessary to run that BI tool.

In contrast, Spendata harnesses the processing power you’ve already paid for by running right on your laptop or desktop, in the browser. And, since your data is never sent to some foreign server, and is always kept right on your machine, that means you don’t have to trust someone else’s security team.

**Services Can be Useful, But Independence Should Be the Endgame.**

With Spendata, you pay only for the product which is fully documented and easy to use on your own. If the product cannot be separated from the services, then pricing must include the services, and you can never be independent of them.\*

That is not to say that consulting services are not useful; on the contrary, sourcing consultants and expert analysts can be extremely useful in generating savings. However, the end goal should be to jump-start savings, rather than make you dependent on a third party for all time. If the consultant delivers a spend analysis system that you can leverage on your own for value in the future, that’s hugely better than a spreadsheet, a Powerpoint, or a system that weds you to that consultant’s services in perpetuity.

If you can’t map your own data, reorganize, merge, refine and freely dump and reload it, your data is effectively held hostage by your vendor. You see only what their mapping and their dashboards allow you to see. After you visit a dashboard on Monday, what new things can you learn by visiting the same dashboard on Tuesday – or next week – or next month?

When we introduced BIQ in 2004, we cut the spend analysis pricing of the day by a factor of 100. Our competitors panicked, claiming that BIQ was a “go-kart,” that it was a “toy,” and so on. Analysts disagreed, and so did our customers, because BIQ was far more powerful than its competitors.

Now, Spendata takes a factor of 10 to 100 out of today’s pricing. You might even say we’ve separated the secret from the sauce.

\* Well, actually you can. Spendata can reverse-engineer your existing rules, convert them to an understandable and maintainable format, and cut those vendor apron strings for good.