'STICK OR SWITCH' RENEWAL REVIEW

Renew Your Contract or Change Providers?

Are you approaching contract renewal but are unsure about the best way forward? Over time, systems can fall behind, user frustration can grow, and renewal decisions become harder to justify. That's where our **Stick or Switch – Renewal Review** comes in. This fast, impartial review helps you decide whether to renew, renegotiate, or replace a specific business-critical application or service provider.

Who is it for?

The service is designed for IT and business leaders in the mid-market and large enterprise sectors who might be:

- Approaching a contract renewal decision
- Suffering from user dissatisfaction
- Considering taking a different approach
- Needing to justify a change of direction or confirm a recommitment

How it works:

Our structured process has four distinct steps:

Step 1 - Understand the current picture

Review the contract: a comprehensive assessment of the contract, including costs, renewal terms, and exit clauses.

Step 2 - Uncover user sentiment

Interviewing the users, product owners, and sponsors to understand what's working, what's not, and what's missing. Our aim is to assess the pulse of the business and appetite for change.

Step 3 – Explore the alternatives

Two tracks run in parallel:

• 1) Challenge Briefing to new vendors

• We produce a summary of your needs and invite selected suppliers to present their solutions at a series of Matchmaker Presentation sessions. A super-quick way to hear what's out in the market and what your alternatives might be. Is the grass greener? We quickly find out.

• 2) Incumbent vendor improvement plan

 We share sentiment feedback with your current provider and invite them to respond with improvement actions, roadmap insights, and service enhancements. Sit back and listen to how the current vendor might address your concerns post-renewal.

Step 4 - Compare, score, and decide

We run a structured scoring exercise with your team and then deliver a clear, impartial Stick
or Switch Renewal Report that outlines the case for each option - backed by facts,
feedback, and commercial context collected throughout the Renewal Review process.



VIEWPOINT ANALYSIS WHO ARE WE?

Viewpoint Analysis - Technology Selection and Buyer Intelligence

We believe the technology market is crowded. Buyers are overwhelmed by choice. Vendor teams are guessing. Our mission is to bring clarity to both.

Our services sit in three specific areas that mirror the flow of a typical customer lifecycle - before purchase, buying process, and post purchase:

• Voice of the Buyer

Helping IT vendors understand their FUTURE customers - including Account and Buyer Group Research, Buyer Group Interviews and Panels, and Loss Analysis.

• Fast Technology Selection

Helping businesses to find and select new enterprise technology - including our Technology Matchmaker Service, 30-Day Selection Process, Rapid RFI, Rapid RFP, and more.

Voice of the Customer

Helping to drive continued success post-sale for both parties - including services like Renewal Risk 360, Renewal Mediation, Stick or Switch Application Review, and IT Service Improvement



