

Simplify Software Buying. Maximize Long-term Value.

Why organizations choose Connection for software lifecycle management

The Value Goes Beyond the License

Connection helps organizations reduce complexity, improve visibility, simplify procurement, and make more confident software decisions across leading publishers, including Microsoft, Adobe, Broadcom VMware, Red Hat Inc, Citrix, Palo Alto Networks, Proofpoint and CrowdStrike and more.

The Challenge for Today's IT Leaders

Buying directly from a software publisher may appear simple when the need is limited to a single product. But most organizations manage multiple software platforms, cloud services, security tools, hardware ecosystems, and renewal cycles at the same time. That complexity can make it harder to control spend, understand usage, avoid renewal surprises, and align software decisions to broader IT priorities.

Four Ways Connection Helps Create Value



COMMERCIAL

- Identify pricing opportunities
- Promotion
- Volume tier
- Renewal options
- Purchasing efficiencies



OPERATIONAL

- Streamline buying with one account team
- One purchasing path
- Coordinated renewals
- Consolidated billing



TECHNICAL

- Support architecture
- Integration
- Implementation
- Adoption
- Issue escalation across the environment



STRATEGIC

- Provide vendor-neutral guidance that helps align software decisions to business and IT outcomes

Direct Buying vs. Buying Through Connection, Your GPO Contracted Supplier

Customer Need	Buying Direct	Buying through Connection
Price optimization	Publisher's own pricing and programs	Aggregates discounts, Tracks OEM promotions, and provides competitive pricing guidance
License management	Separate publisher portals and records add complexity	Simplified cross-publisher visibility and coordination in one on-line tool
Renewals	Customer tracks timing across vendors	Proactive renewal support to help reduce disruption and surprises
Procurement and billing	Establishing credit terms and managing separate transactions and invoices	Simplified purchasing with one partner
Product expertise	Deep expertise within their own portfolio	Comparative guidance across other publishers and solutions
Architecture and integration	Optimization around their specific solution	Multiplatform alignment across software, hardware, cloud and security
Support escalation	Customer works with each publisher individually	Connection can provide multiplatform support and eliminate "finger pointing"
Commercial flexibility	Publisher-specific terms	Broader flexibility with payment, financing, and procurement options

A More Connected Customer Experience

Connection helps organizations look beyond individual software transactions and evaluate how each decision aligns within a broader strategy. That perspective is especially valuable when teams are weighing questions such as whether to renew an existing platform, shift workloads to the cloud, or consolidate applications—all with cost savings in mind.

Instead of managing each relationship in isolation, customers can work with Connection for a more coordinated view of cost, usage, renewals, support needs, and future roadmap decisions.

Why Vendor-Neutral Guidance Matters

Publishers bring valuable product depth. Connection adds a broader view across the technology ecosystem. That means customers can receive guidance that considers fit, integration, risk, cost, and long-term strategy, not only the priorities of one vendor portfolio. The result is a more balanced decision-making process focused on what best serves the organization. Connection helps customers simplify software procurement and lifecycle management while aligning technology investments to business outcomes, operational needs, and long-term strategy.

Ready to Simplify Your Software Lifecycle?

Schedule a Software Portfolio Review to learn how Connection can help optimize software investments, streamline procurement, and improve visibility across your technology environment.



Contact your Connection Account Team today!

Business Solutions
1.800.800.0014

Enterprise Solutions
1.800.369.1047

Public Sector Solutions
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Contract: R250605

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