INDEPENDENT SOFTWARE RENEWAL ADVISORY

Renewal Decision Brief

Prepared for Aldercrest Design Group | Fictional engineering firm

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Marketing sample. The client, vendor, pricing, usage and circumstances are fictional. This brief demonstrates our approach; it does not represent a completed engagement or verified savings.

THE DECISION

Request a revised proposal before approving the renewal.

The proposed annual commitment rises from $60,000 to $72,000 for the same 40 licenses. Eight assignments show no recorded activity in the supplied 90-day report. Validate demand and obtain alternative quantity quotes before selecting a renewal option.

20%
Proposed annual increase

8 of 40
Assignments to validate

$12,000
Additional annual spend

Renewal scope	Current	Proposed
Named-user licenses	40	40
Annual price per license	$1,500	$1,800
12-month subscription total	$60,000	$72,000

Vendor: Example Software Company. One named-user design subscription. Figures exclude taxes and separately charged services.

REVIEW FINDINGS

What the evidence supports

Illustrative review materials: current agreement and invoice, renewal quote, license inventory, 90-day usage report, and administrator / department-lead notes.

01 Higher unit pricing drives the increase

Evidence: The quantity and term are unchanged; annual unit pricing rises from $1,500 to $1,800.

Action: Request an itemized explanation and a written comparison of current and proposed entitlements. Additional value has not been established by the supplied materials.

02 Eight licenses warrant closer review

Evidence: Eight assigned licenses show no recorded activity in the supplied 90-day report.

Action: Validate report coverage and each assignment with department leads. Seasonal work, future demand or excluded activity may justify retaining some licenses.

03 Reduced-quantity pricing is unconfirmed

Evidence: The quote includes only a 40-license option, with no alternative quantity pricing.

Action: Request comparable 36- and 32-license proposals. Confirm minimum commitments, discount thresholds and any changes to included services.

04 The notice deadline needs clarification

Evidence: The supplied materials do not establish the deadline or process for reducing quantities.

Action: Ask the vendor to identify the relevant provisions and required actions. Refer uncertainty about contractual rights or obligations to legal counsel.

Decision boundary: Inactivity is a reason to investigate, not proof that a license is unnecessary. No quantity reduction is recommended until demand and commercial terms are validated.

COST COMPARISON

Understand both baselines

Reduced-quantity scenarios are estimates, not vendor quotes.

Scenario	Annual total	vs. proposal	vs. current
40 licenses Renew as proposed	$72,000	No change	$12,000 higher
36 licenses Reduce by four	$64,800	$7,200 lower	$4,800 higher
32 licenses Reduce by eight	$57,600	$14,400 lower	$2,400 lower

ANNUAL SUBSCRIPTION COST



Compare carefully. The 32-license scenario is $14,400 below the proposed renewal, but only $2,400 below current annual spending. Neither amount is verified savings.

ASSUMPTIONS & EXCLUSIONS

Calculations assume the vendor permits reductions and retains the $1,800 annual unit price at each quantity. The chosen quantity must meet business needs. Figures exclude advisory fees, taxes, transition effort and other charges. The current baseline uses $1,500 per license.

FROM FINDINGS TO ACTION

A practical path to a decision

Action	Suggested owner	Complete before
Confirm notice requirements and change process	Purchasing lead; legal counsel as needed	Applicable notice deadline
Validate inactive assignments and future demand	Software administrator; department leads	Selecting a quantity
Obtain comparable 40-, 36- and 32-license quotes	Purchasing lead	Final approval
Resolve gaps and authorize the commitment	Executive sponsor	Renewal authorization

APPROVAL CONDITIONS

Proceed when required quantities are validated, pricing and entitlements are confirmed in writing, deadlines are understood, and the appropriate stakeholders accept any remaining uncertainty. Retaining all 40 licenses may be justified if business demand supports that choice.

SCOPE & LIMITATIONS

This fictional example illustrates business and commercial guidance. It is not a legal opinion, license compliance audit or technical product validation. Actual findings depend on the agreed scope and information supplied. Savings are not guaranteed.

Your next renewal deserves a closer look.

One vendor. One upcoming renewal. Independent findings and practical next steps.

Request a complimentary consultation →

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