How Spendflo continues to optimize SaaS across multiple geographies for Crownpeak and save 30% on their annual SaaS expense

Founded in 2001, Crownpeak provides a digital experience platform that enables businesses to **design, launch and optimize omnichannel digital experiences** faster.

Challenges

Consolidating SaaS visibility throughout the organization

Crownpeak's number of **SaaS apps and spending grew rapidly** as a company with multiple geographies. However, the Crownpeak team did not have visibility into the company's SaaS purchases and ownership. Crownpeak went through a merger in 2021, and the number of SaaS tools used across the organization proliferated.

Planning renewals proactively

SaaS renewals often surprised the Crownpeak team as they did not track renewal dates. They could not negotiate with vendors effectively without visibility into upcoming renewals.

Removing Shadow IT and duplicate licenses

Having a decentralized SaaS procurement process meant that teams and individuals across Crownpeak often purchased different tools that served the same function. As a result, the Crownpeak team **wanted to get rid of duplicate software.**

Headquarters
Denver, US

Industry
Software

Founded
2001

Solution

Ali Burchfield, the Controller at Crownpeak, started using Spendflo to assist them in optimizing their procurements and maximizing returns on their SaaS investment.

Centralized Visibility over SaaS

The Spendflo buying team found all the SaaS subscriptions in use across Crownpeak and consolidated the procurements into a single view in the Spendflo platform. The team changed pricing models for certain tools and recovered thousands of dollars worth of overages.

Enabling Timely Renewals

Spendflo's dashboard provided visibility into upcoming renewals and notified the Crownpeak team **90 to 120 days in advance.** These timely renewals allowed them to assess requirements and negotiate better pricing.

Eliminating Shadow IT

Using the Spendflo platform, the Crownpeak team **identified duplicate SaaS apps and eliminated unwanted subscriptions**.

Ali Burchfield
Controller, Crownpeak

Spendflo consolidated our SaaS contracts and expenses into a single platform with real-time support and features. The Spendflo team provided us with greater visibility into our procurement process while saving us a lot of time, money, and resources

Results

With the help of Spendflo, Crownpeak **gained visibility into their SaaS stack, eliminated Shadow IT, and continues to save on SaaS expenses and time.**

> *"I highly recommend that any company looking for a SaaS procurement partner contact Spendflo. They'll take care of everything SaaS while you concentrate on growing your business.", Ali Burchfield, Controller, Crownpeak.*

3x
saved on SaaS expenses

80+
hours saved in procurements

See how Spendflo can save on SaaS for your company?

Get a free savings analysis