

# 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 Healthcare 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 |
| GPO pricing programs         | Will not have access to GPO pricing                                       | Utilizes GPO costing programs to lower your prices                                     |
| 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                   |
| Ease of procurement          | Terms and conditions would need to be negotiated                          | Leverage preestablished HPG GPO contract to execute quickly                            |

## 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.

Instead of managing each relationship in isolation, customers can work with Connection to gain a coordinated view of costs, usage, renewals, support needs, and future roadmap decisions—all with a focus on maximizing cost savings.

## 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 your organization. Connection helps our provider clients simplify software procurement and lifecycle management while aligning technology investments to your organization's goals of improving care, financial stewardship, and operational resiliency.

## 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  
1.800.800.0019

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