



# COMPANY OVERVIEW

Clients who work with Clarify360's team of industry leaders to benchmark, procure and negotiate Cloud, Connectivity and Collaboration solutions can expect to optimize workloads, compress sourcing cycles, reduce costs and complete projects on time. Clarify360 charges no sourcing fee. We advocate on the clients' behalf and our business model is performance driven. We have a 16-year track record of achieving client objectives and exceeding expectations.

## Your IT Optimization Journey Begins Here

Clarify360's core competency is optimizing client ROI from financially complex technology environments. As your current and next-generation sourcing provider, we work hand in hand with your team to:

- **Identify options**
- **Source/Benchmark the provider landscape**
- **Optimize existing investments**
- **Negotiate the best deals with key technology suppliers**

With over 170 providers in our portfolio, we specialize in the discovery, planning and migration of connectivity, collaboration and cloud/ colocation deployments globally.



Proprietary  
Benchmarking



Provider  
Insider Knowledge



Fortune 500  
Expertise



Precedent-  
Setting Results

### Clarify360's Competitive Strengths

## Core Competencies

### Technology Consulting & Strategy

We help clients develop affordable, operationally feasible technology solutions that can be delivered by the market – all in a way that supports end-user requirements.

We also provide complementary sourcing strategies and roadmaps to procure and implement the required services and infrastructure.

### Strategic Sourcing

We prepare Requests for Proposals (RFPs) for complex service sets, compiling/developing the design and baseline of services and costs included in a procurement; evaluating the financial, technical and operational aspects of RFP responses; negotiating bid improvements from suppliers across pricing, service levels and

### Benchmarking

Our continual involvement in large procurement projects means we can provide clients with an accurate view of the evolving market. We compare current pricing, or a new offer, against the actual current market, based on extensive, proprietary documentation of pricing for the same rate elements in the current marketplace. We also benchmark service levels and commercial terms, and provide expert negotiators to help our clients obtain market-leading pricing and terms.

### Contract Compliance, Optimization, Negotiation

Conducting detailed, comprehensive inspections of supplier billing data to identify prices that are higher than contracted rates and 'orphan' services that are not under contract and therefore billed at exorbitant "rack rates"; actively seeking and presenting opportunities to optimize client use of provider services; working with clients and suppliers to recover overbillings and implement optimization opportunities. We can also offer expertise in negotiating existing contracts.

## 5-Step Methodology

### A Proven Model For Success



**Define** Initial  
Project Needs  
and Architecture



**Develop** a  
Comprehensive  
Yet Precise  
Solution



**Determine**  
Evaluation Criteria,  
Vet Providers  
Compressing  
Cycles



**Provide**  
Expert Advice  
During Contract  
Negotiation



**Create** a Path  
to Project Success  
with Post-sales  
Implementation  
Support

## Our Solutions

### Enterprise Connectivity

- SDN and SD-WAN
- Ethernet Virtual Private Line
- Dedicated IP
- MPLS
- Traditional Local Voice Service
- Complex Call Center Telephony

### Cloud & Colocation

- Colocation
- Public and Hybrid IaaS
- Baremetal Workloads
- Cloud Back up (BaaS)
- Cloud DR (DRaaS)

### Enterprise Collaboration

- Hosted UCaaS
- Hosted Exchange
- Desktop as a Service (DaaS)
- Hosted SharePoint
- Enterprise File Share
- Traditional Audio/  
Web Conferencing

### Mobility

- Assessment
- Consolidation
- Mobile device management

### Security

- Risk Assessment &  
Management
- Cloud Security
- Managed Protection Services
  - Incident Management
  - Penetration Testing
  - Identity Access Management

### Assessment / Optimization Management

- Software Asset Management
- Cloud Management - AWS, Azure
- Cloud Migration
- Hosted SharePoint
  - Cloud Cost Management/  
Allocation Software
  - Shadow IT Audit
  - Hardware Maintenance

## **ABOUT CLARIFY360**

Clarify360 is a technology sourcing and benchmarking firm specializing in the discovery, planning and migration of connectivity, collaboration and cloud/colocation deployments globally. Experts with decades of experience lead each of our three practice areas: Connectivity, Collaboration, Cloud/Colocation. We collaborate on each initiative, affording our clients expert strategy and execution without the overhead inherent in larger consulting practices. Our full service methodology encompasses planning and design through delivery and ongoing operation.

## **GET STARTED**

Let us be your preferred partner for sourcing current and next generation technologies. Let Clarify360 help you reduce project cycle times and come in on schedule and under budget, every time! Clarify360 is the go-to partner for Fortune 500 clients because we understand the challenges and provide solutions to meet their objectives.

**For more information, please contact us at (888) 999-3197.**

## **CORPORATE HEADQUARTERS**

Clarify360  
102 W. Main St., Suite 931  
New Albany, OH 43054