Airmeet | Case Study

How **Airmeet** saved 30% on their SaaS spend with Spendflo

About Airmeet

Airmeet is an all-in-one events platform for hosting virtual & hybrid conferences, meet-

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We've done almost 40-50 procurements in the last two months which is phenomenal because even if I had to spend just 20 minutes per contract, it's a 1000 minutes I don't have. And Spendflo was able to enable some of those procurements **within 2-3 days** at like **40-50%** discounts from the first quote."

ups, expos, and fairs that your participants love. The platform gives you the control to brand and customize your session stage, social lounge, reception, booths, and more. 2000+ brands like Walmart, Volvo, Accenture, HackerRank, University of Toronto host thousands of events every month on Airmeet across the globe.

Within a span of one year, Airmeet grew from **10 employees** to close to **200** and their SaaS spend was increasing by **40% MoM**. Growing at this pace presented its own unique challenges across all verticals of the Naga Subramanya B B Senior Finance Manager,

Airmeet



organisation.



30%

Savings on SaaS spend



80 hrs

Saved per Month



15-20x

Return on Investment





How **Airmeet** saved 30% on their SaaS spend with Spendflo

Before Spendflo







A Game of Priorities

Being a **remote first** company, Airmeet's SaaS requirements grew to **100+ tools** and had quickly become one of their **top three expenses.** However, as more and more pressing issues started to take precedence, it became increasingly difficult for Naga's team to carve out the necessary time for each line item separately. Unless something really popped out on their credit card statement, SaaS expenses were essentially **ignored** and they did not explore savings opportunities on all of them.

Negotiation Nightmare

Let's face it - pricing in the SaaS industry is not transparent. Most vendors have custom pricing for their enterprise tiers and there's just no way of knowing how much a tool should actually cost. This meant that Airmeet was leaving a lot of money on the table (up to 30%) at a time when saving every penny mattered as it directly impacted their bottomline. It also led to long, drawn out negotiations with vendors which was super inefficient and consumed close to 3 months in certain cases for Airmeet.

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Since the number of tools and complexity of tools were so many, there was just no way for two, three of us to be able to understand the entire landscape and conduct proper negotiations with vendors."

Naga Subramanya B B, Senior Finance Manager, Airmeet

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How **Airmeet** saved 30% on their SaaS spend with Spendflo

After Spendflo



SaaS Procurement on Autopilot

The first thing we did for Airmeet was onboarding their entire SaaS stack on to our platform via a process that takes less than an hour. Next, we took all their contracts off of auto-renewals and got to work on delivering savings on their high cost line items. With this paradigm, we were able to make an instant impact and save thousands of dollars right off the bat for Airmeet. Over the course of next two months, we were able to renegotiate almost all of their contracts while also handling their new procurements. Nowadays, all Airmeet does is pay for and sign the contracts,

The Suite life of Airmeet and Spendflo

Earlier, Airmeet was essentially paying sticker price for all their **G-Suite** licenses as they did not know what similar companies were paying for the same and believed that they had very less negotiation leverage against a big company like Google. However, Spendflo was able to peep under the hood and enable better pricing for Airmeet by creating that leverage from license demand aggregation between companies and conducting data backed negotiations with the reseller. Our robust pricing database contains the benchmark for 1000+ tools and gives us a huge advantage when we negotiate with vendors.

we enable the rest for them.

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Before Spendflo

After Spendflo

Impact





Data backed negotiations with vendors



30% savings on SaaS costs







3 times faster procurements













on SaaS spend

Final Thoughts

What really gave us the comfort to work with Spendflo in the first place was that we'd never lose money on them with their Savings Guarantee." Spendflo was the last SaaS tool that we had negotiated ourselves and we've never looked back since."

Naga Subramanya B B, Senior Finance Manager, Airmeet