CALERO

Positioning Technology Business Management with Your Customers

Step 1

Where do your customers struggle most?

- **Telecom complexity** – bills, contracts, carriers
- **Mobility management** – devices, data plans, remote users
- **SaaS visibility** – licenses, renewals, shadow IT

Step 2

Your 30-Second Value Pitch

Calero delivers a **unified platform** that helps organizations **gain visibility, control, and savings** across Telecom, Mobility, and SaaS spend. We simplify complex technology environments by consolidating data, normalizing invoices, managing contracts, and automating dispute and optimization workflows.

- Customers typically save 10–30%
- Calero handles 95% of the build, minimizing lift on customer resources
- Immediate benefit for both partner and end customer
- Full dispute & savings management with recommended and realized results

> " **Calero gives organizations a single source of truth for their technology spend—reducing costs, increasing visibility, and removing operational complexity.**"

Step 3

Buying Signal to Listen For

- "We need to **cut IT** or **operational spend**."
- "We're not sure what **SaaS apps** we even have."
- "Our mobility **device count has gotten out of control**."
- "**Budgeting** for next year is a challenge."
- "We don't have **good visibility into renewals** or **contract terms**."
- "**We think there's waste,** but don't know where it is."

If you hear 2 or more, move on to qualifying questions

Step 4

Qualifying questions to ask:

? What is your **Telecom annual spend** today?

? How many **employees** and what are some **key vendors** you use today?
(e.g., Salesforce, Zoom, RingCentral, Adobe, O365, Teams, etc.)

? How many **mobility devices** are in use?

? How do you **manage costs** today?

? How do you **accurately budget**?

? How do you **manage contracts, renewals, and rates**?

? How do you manage **SaaS licenses** today?

Positioning Technology Business Management with Your Customers

Step 5

Ideal Customer Profile (ICP)

- Have **250 - 10,000+ employees**
- Support a **distributed** or **hybrid workforce**
- Spend significantly on **telecom**, **SaaS**, or **mobility**

- Struggle with **IT cost management** or **vendor sprawl**
- **Lack internal resources** for contract, spend, or renewal oversight

Step 6

Key Outcomes to Share

- Enabled a **300% reduction in internal help desk demand** with a Global Accounting Firm
- A global mobility enterprise customer experienced a **1,280% ROI** with over **$3M in savings**
- Discovered an **8.3% optimization opportunity** for a Real Estate Company's top governed SaaS vendors
- Revealed **closed sites that were still being billed** telecom services for a Mid-Market Manufacturing Company
- Successfully managed over **16,000 mobile device subscriptions** for a Multimedia Software customer

- Successfully managed over **16,000 mobile device subscriptions** for a Multimedia Software customer
- Completely **automated invoice loading and processing for over 47,000 invoices** for a Nonprofit Healthcare Organization
- Increased **ROI over 70% from 2024 to 2025** for a North American Utilities Company
- Configured over **4,000 cost center allocations across 200 locations** for an American Healthcare System

Step 7

What to Do Next

Once you identify an opportunity:

- ✓ Schedule a 15-minute discovery call with Calero
- ✓ Submit your deal registration through the Calero Partner Portal
- ✓ Share the included product and solution resources

What to Reference

Why Partner with Calero?   **Product Promos**   **Solution Pages**   **Calero Knowledge Center**