

# Cledara Unveils World's First AI-powered SaaS Procurement Co-Pilot

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London, November 15, 2023 - Cledara, the leading provider of SaaS management solutions, is thrilled to announce the launch of its groundbreaking feature - the world's first AI-powered SaaS Procurement co-pilot. This revolutionary addition to Cledara's platform will be officially unveiled at Web Summit 2023 on November 15, 2023.

## Introducing the World's First AI-powered SaaS Procurement Co-Pilot

Cledara's AI-powered SaaS Procurement co-pilot is set to transform the way businesses make SaaS purchasing decisions. Leveraging the power of artificial intelligence, this innovative feature provides invaluable guidance to help businesses optimize their SaaS procurement process.

"We're thrilled to unveil our AI co-pilot, which truly sets us apart from competitors still reliant on manual processes or expensive external consultants," said Cristina Vila, CEO and co-founder of Cledara. "This innovation reflects our commitment to enabling frictionless SaaS management, putting the power of expert procurement in the hands of every team."

The co-pilot is free for Cledara Plus and Pro customers. It's an extension of Cledara's existing automation capabilities, providing the guidance businesses need to confidently optimize SaaS investments.

"With AI-driven insights, Cledara customers can make data-backed decisions on their subscriptions to save substantially on renewals, and ensure budgets align to business needs," added Vila. "It's the future of SaaS management, and we're proud to spearhead this transformation."

### Key Features and Capabilities

- **Everyone is now a Procurement Officer:** According to research by Cledara, 65% of all SaaS is bought directly by business users without the involvement of IT, finance or procurement. With this new feature, these business users can now negotiate with the skill of a seasoned SaaS procurement veteran.
- **Data-Driven Insights:** By analyzing Cledara's extensive data set, comprising over 250,000 SaaS purchases and renewals from H1 2023 alone, the co-pilot determines fair

pricing for SaaS subscriptions. This enables businesses to make informed decisions and negotiate better deals.

- **Renewal Optimization:** The co-pilot proactively identifies negotiation talking points ahead of the AI-predicted renewal date. It even goes a step further by drafting emails for renegotiations, saving businesses time and effort.
- **Cost Optimization:** With the ability to compare plans against thousands of other renewals of the same product, the co-pilot calculates the cost per seat, identifies potential savings from inactive seats, and provides insights into the cost of alternative substitute products. This empowers businesses to optimize their SaaS spend and achieve maximum value.



Cledara Limited

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Overview Payments Contracts & Notes Change history Compliance Quickbook settings **Benchmarks & Negotiation**

### Benchmark

Based on 3,000+ transactions



### Ready to negotiate with the provider?

Leverage your data with our Negotiation Toolkit

#### Negotiation Toolkit

**Annual spend**  
£26,000 per year

**Benchmarks**  
Compared to other companies, you are paying a **high price.**

**Utilization**  
Only **35% of those with access** have used this application in the last 30 days

#### Alternative applications

- Marketo
- Salesforce

### Negotiation Copilot AI Powered

You might have a negotiation opportunity.

✓ Negotiation started

✓ Negotiation email

To kick it off, reach out to HubSpot. You can find an email template below.

Dear HubSpot Team,

I hope this email finds you well. Our renewal is approaching and we wanted to discuss our contract with you.

Please let us know your availability to discuss our term and pricing **before our renewal on November 31, 2023.**

We note that:

- 35% of our seats are currently being utilized
- We pay £26,000 per year, which is more than 85% of companies like us
- We've identified that alternative applications like Marketo and Salesforce may be cheaper based on our usage

Kind regards,

Copy to clipboard

You could send an email to [contact@hubspot.com](mailto:contact@hubspot.com) or visit this [website](#).

I have sent the email

Do you want to restart the Negotiation Copilot for this application? [Reset Negotiation](#)

# Media Contact

For more information or to schedule an interview, please contact:

## **Brad van Leeuwen**

*Co-Founder and COO, Cledara*

Email: [brad@cledara.com](mailto:brad@cledara.com)

Cledara is excited to present the AI-powered SaaS Procurement co-pilot, revolutionizing SaaS procurement for businesses. This feature represents our commitment to providing innovative solutions that simplify and optimize the SaaS management experience.

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## **About Cledara**

Cledara is the leading provider of SaaS management solutions, helping businesses take control of their SaaS spending, streamline processes, and optimize procurement. With a focus on automation, data-driven insights, and industry expertise, Cledara empowers businesses to unlock the full potential of their SaaS investments. For more information, please visit [www.cledara.com](http://www.cledara.com).