

# How Optimally Can Help Companies During COVID

The COVID-19 pandemic has impacted businesses all around the world. Now, more than ever, it is important to help these companies in any way possible. Optimally's services can help businesses survive - and even thrive - during this time in a variety of ways. Here are the top three things Optimally can help your business with right now:

## Saving Money

More than anything else right now, saving money is incredibly helpful for the bottom lines of companies. While businesses have found creative ways to cut back on costs and increase their profits, for others it still hasn't been enough to avoid shutting down.

One way to cut back on your costs is to look at what you're paying your vendors and see if there is room for negotiation or savings. In most cases, it is possible to negotiate lower rates with their vendors, they just need the right tools to do so. Optimally's \$6 trillion data lake allows you to benchmark your rates against other businesses and save as much as 25% on your expenses. Plus, we will even help you negotiate to those lower rates and ensure they are put into place.

## Saving Time

When companies hear that they can negotiate lower rates with their vendors and save money, many of them will be tempted to do it themselves. While it is certainly possible to negotiate your own rates, it is often a tedious task that takes constant persistence and a huge amount of time.

This is because vendors know that most businesses will give up the chase after a while and deem it unworthy of their time, especially considering everything else they have going on now.

## Better Understanding Your Expenses

Saving time and money are priorities for businesses that are trying to navigate the changed when it comes to the economic fallout of the pandemic. But optimizing expenses and negotiating with their vendors has more benefits than just helping their bottom line and saving time.

By better understanding the rates that they are currently paying, and comparing those to other businesses with similar profiles, they can have better line of sight into their expenses. This is important, because it allows these business owners to evaluate one aspect of their business's economic health and better equip them to work with vendors in the future.