

Ivanti Renewal: Talking Points, Call Scripts, and Negotiation Prep

A three call playbook for sourcing teams: word for word scripts for the first, second, and third call, the mechanics behind Ivanti's side of the table, and prompts to customize every line | 27 August 2026

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READ THIS BEFORE YOU DIAL

Beginning in January 2024, Ivanti disclosed multiple zero-day vulnerabilities in Ivanti Connect Secure (formerly Pulse Secure VPN) and Ivanti Policy Secure that were actively exploited by nation-state threat actors to compromise government agencies, financial institutions, and critical infrastructure organizations. The U.S. Cybersecurity and Infrastructure Security Agency (CISA) issued emergency directives requiring federal agencies to disconnect Ivanti VPN products and conduct forensic analysis before reconnecting. Organizations that ran Ivanti Connect Secure during the active exploitation window incurred real investigation and remediation costs — network forensics, credential rotation, session invalidation, and potentially regulatory notification. Those costs are directly attributable to critical vulnerabilities in Ivanti's product and belong in the Ivanti renewal negotiation as a named commercial concession, using the same commercial logic that applies to the SolarWinds SUNBURST remediation concession.

The second structural fact: Ivanti is privately held under Clearlake Capital and TA Associates, carrying the same PE ownership commercial dynamics as Thoma Bravo's portfolio. Ivanti has built its current platform through an acquisition series — LANDESK, HEAT Software, Cherwell, RES Software, Swiftpage — creating a Neurons platform that bundles multiple historically separate products. Ivanti module proliferation is the growth vehicle, Microsoft Intune covers significant Ivanti Endpoint Manager ground at M365 entitlement, and Freshservice and ServiceNow compete directly with Ivanti ITSM. Three structured calls are how.

1. THE 2026 IVANTI REALITY: FOUR SHIFTS THAT CHANGE YOUR IVANTI SCRIPT

- **Ivanti Connect Secure vulnerabilities are a legitimate commercial lever.** The 2024 Ivanti Connect Secure zero-days (CVE-2023-46805, CVE-2024-21887, and subsequent disclosures) represented nation-state exploitation of authentication bypass and command injection vulnerabilities that allowed full network access without credentials. Organizations that ran Ivanti Connect Secure during the exploitation window — and particularly those that received CISA guidance or experienced confirmed or suspected compromise — absorbed real investigation and remediation costs. Naming those costs formally in the Ivanti renewal, not as a legal claim but as a commercial context for a rate concession, follows the same commercial logic as the SolarWinds SUNBURST approach in this series.
- **Ivanti Neurons platform bundling creates module proliferation at PE-driven rates.** Ivanti has consolidated its acquisition portfolio under the Ivanti Neurons brand, bundling endpoint management, ITSM, security controls, and network access into a platform subscription. Each renewal proposes additional Neurons modules as platform extensions. Organizations that adopted Ivanti Endpoint Manager (formerly LANDESK) or Ivanti ITSM (formerly Cherwell or HEAT) are now being asked to pay Neurons platform rates for capabilities they licensed at point-product rates before the bundling. The Ivanti module audit — which Neurons capabilities are actively used and which are bundled additions with low deployment — is the pre-call action with the highest commercial return.
- **Microsoft Intune covers substantial Ivanti Endpoint Manager ground at M365 entitlement.** Microsoft Intune, included in M365 E3 and above, provides unified endpoint management, device configuration, application deployment, patch management, and compliance policy enforcement for Windows, macOS, iOS, and Android. These capabilities overlap substantially with Ivanti Endpoint Manager (formerly LANDESK Management Suite). For organizations on M365 E3 or E5, the incremental cost of Ivanti Endpoint Manager above the Microsoft Intune entitlement is the net Ivanti commercial justification for that module.
- **Freshservice and ServiceNow compete directly with Ivanti ITSM at different price points.** Freshservice provides modern ITSM capabilities — incident management, service catalog, CMDB, change management — at per-agent rates significantly below Ivanti ITSM. ServiceNow ITSM competes at the enterprise level with stronger workflow automation and platform breadth. For organizations using Ivanti ITSM primarily for help desk ticket management, Freshservice offers a SaaS ITSM alternative that most Ivanti ITSM customers have never formally evaluated despite materially lower per-agent pricing.

2. BEFORE IVANTI CALL 1: WHAT YOU ASSEMBLE

- **Their calendar.** Ivanti is a private company under Clearlake Capital and TA Associates; its fiscal calendar is not publicly disclosed. PE-owned companies under Clearlake typically target December closes. Confirm the specific Ivanti fiscal quarter and deadline with your account team in Call 1 and target the December window for maximum Ivanti pricing authority.
- **The Ivanti Connect Secure vulnerability remediation document.** If your organization ran Ivanti Connect Secure (ICS) during the January 2024 or subsequent breach windows, document the investigation and remediation activities: incident response scope, forensic investigation vendor and cost, credential rotation and session invalidation effort, network re-segmentation if applicable, and any regulatory notification or audit activity triggered. This document is the commercial basis for the Ivanti Connect Secure remediation concession request in Call 1.

- **The Ivanti device and endpoint count audit.** Active Ivanti-managed devices versus contracted device count. Devices that have been decommissioned, migrated to cloud or mobile device management (MDM), or replaced by Microsoft Intune management are the Ivanti reduction argument. Pull active device counts from the Ivanti Neurons console and compare to contracted counts.
- **The Microsoft Intune entitlement map.** Your M365 licence tier and the corresponding Intune capabilities: unified endpoint management, device configuration, application deployment, software update management, and compliance policy. Map each active Ivanti Endpoint Manager capability against the corresponding Intune entitlement. The Ivanti Endpoint Manager capabilities not covered by Intune at your M365 tier are the Ivanti commercial justification.
- **The Ivanti module usage audit.** Every Ivanti Neurons module in your agreement: Endpoint Manager, ITSM, Security Controls, Connect Secure, Policy Secure, and any additional Neurons modules. For each: active device or user count, active workflow or policy count, and whether the Ivanti module is the primary tool for that use case or a secondary tool alongside others.
- **The competitive file.** Freshservice pricing for your Ivanti ITSM agent count. Microsoft Intune at M365 E3/E5 entitlement (zero incremental cost) for the Ivanti Endpoint Manager scope. Zscaler or Palo Alto Prisma Access for the Ivanti Connect Secure VPN replacement scope. Each is a named Ivanti alternative for a named Ivanti use case.

CALL 1: THE IVANTI FRAMING CALL

T MINUS 9 TO 6 MONTHS

Goal: establish the Ivanti renewal as a competitive event, name the Connect Secure vulnerability remediation as commercial context, put the device count audit and module usage audit on record, put the Microsoft Intune entitlement comparison on record, and name Freshservice as a formal Ivanti ITSM evaluation. You are not negotiating on this Ivanti call; you are setting the conditions every later number lives inside.

OPEN WITH THIS

"Thanks for making time. We are starting this Ivanti renewal early because we run it as a formal sourcing event alongside a Freshservice evaluation for the Ivanti ITSM workload and a review of our Microsoft Intune entitlement against our active Ivanti Endpoint Manager scope. All commercial communication routes through me. We are also bringing forward the Ivanti Connect Secure vulnerability remediation context — specifically the investigation and remediation costs we absorbed following the 2024 CISA advisories — as commercial context for the Ivanti renewal rate. Today I need three things: our active Ivanti managed device count confirmed from your platform, every Ivanti Neurons module quoted as a separate line at our active counts, and the Ivanti Connect Secure remediation concession in writing."

Ask these five Ivanti questions, in this order

1. "Can Ivanti confirm our active managed device count and our active Ivanti ITSM agent count from the Ivanti Neurons platform telemetry?"
2. "What is the per-device rate for Ivanti Endpoint Manager and the per-agent rate for Ivanti ITSM at our active counts, each quoted as separate Ivanti line items?"
3. "What specific commercial concession does Ivanti offer for the investigation and remediation costs organizations incurred from the Ivanti Connect Secure vulnerabilities disclosed in 2024? We are requesting a rate reduction, professional services credit, or extended Ivanti support at current rates, confirmed in the Ivanti order form."
4. "What annual Ivanti uplift is embedded in the renewal proposal, and what is the contractual basis for that Ivanti uplift rate under Clearlake and TA Associates ownership?"
5. "When does your Ivanti fiscal quarter close and what is the specific deadline for Ivanti pricing authority?"

IVANTI INSIDER NOTE

Question three — asking for the Ivanti Connect Secure remediation concession in writing — has the same commercial dynamic as the SolarWinds SUNBURST concession request. Ivanti account teams are trained to reference the patches and security improvements Ivanti has made since the 2024 disclosures. A buyer who responds to that by asking for a specific commercial concession in the order form — rather than accepting the remediation narrative as the resolution — is converting a security product failure into a commercial negotiating position. Organizations that experienced confirmed or suspected compromise from the Ivanti Connect Secure vulnerabilities have the strongest position; organizations that incurred investigation costs even without confirmed compromise have a secondary position based on the CISA-directed forensic investigation requirement. Either position supports the concession request.

Deflect these Ivanti deflections, word for word

- They reference Ivanti's security remediation investment since 2024: "We acknowledge Ivanti's remediation investment. The commercial question is the concession for the investigation costs our organization absorbed. Name it in the Ivanti order form."
- They argue Ivanti Neurons is a more integrated platform than Intune or Freshservice: "Platform integration is a technical architecture decision. The commercial question is the per-device and per-agent rate at our active counts against named alternatives."
- They push additional Ivanti Neurons modules as platform completion: "Every Ivanti Neurons module is its own commercial decision. Quote the current Ivanti footprint at actuals first."
- They frame the Ivanti uplift as standard for the IT management market: "Disclose the contractual Ivanti basis and we will address the escalation mechanism as a separate negotiating point."

CLOSE WITH THIS

"Action items: active Ivanti device and agent counts from your platform, each Ivanti module quoted separately at those actuals, the Connect Secure remediation concession named in writing, and the Ivanti uplift rate and contractual basis disclosed, all within two weeks. Our next Ivanti commercial call is [date]. Anything sent to anyone else on Ivanti commercials comes back to me unanswered."

CALL 2: THE IVANTI DECONSTRUCTION CALL

AFTER THE FIRST IVANTI QUOTE, T MINUS 4 TO 3 MONTHS

Goal: reduce Ivanti device and agent counts to active managed populations, extract the Connect Secure remediation concession, apply the Microsoft Intune entitlement comparison, put Freshservice on record for ITSM, eliminate the Ivanti uplift, and force Ivanti pricing authority into the room. Never react to Ivanti numbers in the meeting where you receive them.

OPEN WITH THIS

"We have reviewed the Ivanti proposal against our active device audit, our Microsoft Intune entitlement map, and our Ivanti module usage data. Our active Ivanti-managed devices are [n] versus [m] contracted. Our active Ivanti ITSM agents are [p] versus [q] contracted. Our M365 E3/E5 entitlement covers [Intune capabilities] at zero incremental cost. Walk me through each Ivanti module line against those actuals and the Intune entitlement comparison."

The six moves of Ivanti Call 2

- **Reduce Ivanti devices and agents to active counts.** "Active Ivanti-managed devices with management activity in the past 90 days are [n]. Decommissioned devices, devices migrated to Intune management, and devices outside active Ivanti policy scope are removed. Active Ivanti ITSM agents are [p]. The Ivanti renewal is [n] devices and [p] agents. Take those reductions as lower Ivanti invoices, not as credit toward other Ivanti Neurons modules."
- **Extract the Ivanti Connect Secure remediation concession.** "Our organization absorbed [documented cost elements] in forensic investigation, credential rotation, session invalidation, and [regulatory notification if applicable] following the 2024 Ivanti Connect Secure CISA advisories. Those costs are directly attributable to critical Ivanti vulnerabilities. The Ivanti commercial concession for those absorbed costs is [rate reduction / PS credit / extended support], confirmed in the Ivanti order form."
- **Apply the Microsoft Intune entitlement against Ivanti Endpoint Manager.** "Microsoft Intune at our M365 E3/E5 tier covers [list of Ivanti Endpoint Manager capabilities] at zero incremental cost. The Ivanti Endpoint Manager per-device rate must reflect the net incremental value of Ivanti's differentiated capabilities above the Intune entitlement."
- **Put Freshservice on record against Ivanti ITSM.** "For the Ivanti ITSM workload, Freshservice has quoted [amount] per agent for equivalent incident management, service catalog, CMDB, and change management at our active agent count. The Ivanti ITSM per-agent rate needs to reflect that Freshservice alternative."
- **Kill the Ivanti uplift.** "The Ivanti annual escalator closes at zero or at a cap of [1 to 2] percent in the Ivanti order form. PE ownership under Clearlake and TA Associates does not make the Ivanti uplift non-negotiable. The Ivanti uplift is the first thing we negotiated and the first thing we are taking off the table."
- **Summon Ivanti pricing authority.** "For the next call, bring whoever owns Ivanti pricing authority at the VP level. The Connect Secure remediation concession requires Ivanti executive approval. I do not run final Ivanti rounds without that authority in the room."

CLOSE WITH THIS, AND ONLY THIS

"No Ivanti counteroffer today. If the active device and agent counts are confirmed, the Connect Secure concession is in the Ivanti order form, the Intune entitlement is reflected in the Ivanti Endpoint Manager rate, and the Ivanti uplift is capped, we can discuss the Ivanti Neurons roadmap for the next term. You now know the Ivanti order of operations."

HOW THE IVANTI SIDE OF THE CALL IS PAID, AND WHY IT IS YOUR LEVERAGE

Ivanti AEs under PE ownership are measured on net revenue retention and are navigating a commercial environment shaped by the 2024 vulnerability disclosures, which continue to affect Ivanti's new business pipeline and create churn risk in the existing customer base. The combination of a formal device count reduction, a Connect Secure remediation concession request in writing, a Microsoft Intune entitlement comparison, and a Freshservice quote is the most comprehensive Ivanti commercial position available. The remediation concession ask is particularly powerful because Ivanti account teams cannot resolve it at the account team level — it requires VP-level approval, and that escalation is where pricing authority sits.

Know what is cheap for Ivanti to give: additional Ivanti Neurons console user licences, Ivanti training credits, Ivanti professional services hours, and Ivanti patch management template libraries. Know what is expensive at Ivanti: the per-device Ivanti Endpoint Manager rate and the Ivanti annual uplift elimination. Trade cheap Ivanti concessions for expensive ones, and use the Connect Secure remediation concession as the escalation trigger that reaches VP-level Ivanti pricing authority.

Goal: convert Ivanti leverage into signed paper inside Ivanti's December commercial close window. Everything lands in the Ivanti order form; the desk honors paper only.

OPEN WITH THIS

"We are prepared to sign the Ivanti renewal inside your close window if the remaining items land. Here is the complete Ivanti list. Nothing gets added by either side after today, including by us."

The Ivanti final asks checklist, read it out loud

1. Ivanti Endpoint Manager at [n] active devices, per-device rate reflecting the Microsoft Intune entitlement, as its own Ivanti order line.
2. Ivanti ITSM at [p] active agents, per-agent rate reflecting the Freshservice alternative, as its own Ivanti order line.
3. Ivanti Connect Secure remediation concession confirmed in the Ivanti order form: [rate reduction / professional services credit / extended support at current Ivanti rates for [term]].
4. Annual Ivanti uplift capped at [0 to 2] percent for the full term, written into the Ivanti order form, not referenced from an Ivanti schedule.
5. Inactive or low-deployment Ivanti Neurons modules removed from the committed Ivanti footprint; each available as separately contracted Ivanti additions when active deployment is confirmed.
6. Ivanti device and agent additions during the term at the pre-agreed per-unit Ivanti rate, confirmed as an Ivanti price schedule in the order form.
7. A pre-agreed short Ivanti extension at current pricing as fallback, so their December deadline is theirs alone.

TWO IVANTI TRADING LINES THAT WORK

"A multi-year Ivanti commitment closing inside your fiscal year, from an organization that has formally documented the Connect Secure remediation context, received a Freshservice quote for ITSM, and mapped Microsoft Intune against Ivanti Endpoint Manager, is a retention story your Ivanti account team can take upstairs. What does that combination buy us on the Ivanti per-device rate and the Connect Secure concession?" And when it stalls: "The Freshservice evaluation for Ivanti ITSM has a decision date. The question is whether the Ivanti per-agent rate and the Connect Secure concession land before it does."

3. THE IVANTI TIMELINE, END TO END

WHEN	WHO	WHAT HAPPENS
T minus 12 to 9 months	You	Ivanti device and agent count audit, Connect Secure remediation document produced, Intune entitlement map, Freshservice quote gathered, Ivanti module usage audit, single voice announced.
T minus 9 to 6	Ivanti Call 1	Ivanti framing call. Connect Secure vulnerability context formally named, Freshservice and Intune on record, active device and agent counts demanded, remediation concession requested in writing, Ivanti uplift contractual basis requested.
T minus 6 to 4	Ivanti	Ivanti proposal arrives with contracted device and agent counts, modules bundled, uplift embedded. Acknowledge, do not react, price each Ivanti line against active audit and competitive file.
T minus 4 to 3	Ivanti Call 2	Ivanti deconstruction. Devices and agents reduced, Connect Secure concession extracted, Intune entitlement on record, Freshservice on record for ITSM, Ivanti uplift challenged, Ivanti VP pricing authority summoned.
T minus 3 to 2	You	Written conditional Ivanti counter at active device and agent counts. Ivanti Neurons console confirms the audit.
Final 6 weeks	Ivanti Call 3	Ivanti close aligned to December window. Complete Ivanti list on the table, Ivanti extension pre-agreed as fallback, nothing new from either side.
Signature	Both	Every Ivanti concession in the order form: device count, per-device rate, agent count, per-agent rate, Connect Secure concession, uplift cap, module exclusions, addition rate schedule, co-termination confirmed.

4. CUSTOMIZE THE IVANTI SCRIPT TO YOUR SITUATION

IF THIS IS YOU

CHANGE THIS IN THE SCRIPT

Confirmed Ivanti Connect Secure compromise or CISA-directed investigation	Organizations that received CISA Emergency Directive 24-01 or that confirmed compromise from the 2024 Ivanti Connect Secure vulnerabilities have the strongest commercial position. Document the specific Ivanti-attributable costs: forensic investigation vendor, credential rotation scope, session invalidation, tool replacement, and any regulatory notification. The Connect Secure remediation concession request should cite the specific directive or compromise incident by date; that specificity converts a general security concern into a documented commercial cost that Ivanti account teams escalate because they cannot resolve it independently.
Ivanti ITSM as primary help desk platform	Freshservice is the most commercially compelling Ivanti ITSM alternative for organizations using Ivanti ITSM primarily for tier-1 and tier-2 help desk ticket management. Freshservice provides comparable incident, service catalog, CMDB, and change management capabilities at per-agent rates significantly below Ivanti ITSM. Obtain a Freshservice quote for your active Ivanti ITSM agent count before Call 2. Freshservice is well-known to Ivanti account teams as a displacement risk in the mid-market ITSM segment; the quote escalates the conversation faster than general ITSM competitor references.
Microsoft 365 E3 or E5 estate with Ivanti Endpoint Manager	Microsoft Intune at M365 E3 covers unified endpoint management, device configuration, application deployment, and patch management for Windows, macOS, iOS, and Android. Build the per-device cost comparison before Ivanti Call 1: Ivanti Endpoint Manager per device per year versus zero incremental cost for Intune at your M365 tier. The Ivanti Endpoint Manager capabilities not covered by Intune — specifically third-party patch management depth for non-Microsoft applications and Ivanti software distribution features — are the Ivanti commercial justification. Price only that differentiated scope at Ivanti rates.
Ivanti Connect Secure VPN replacement in evaluation	If the 2024 vulnerabilities have triggered a formal Ivanti Connect Secure replacement evaluation, Zscaler ZPA and Palo Alto Prisma Access are the two enterprise-scale zero trust network access alternatives. Include the Zscaler or Palo Alto quote in the Ivanti renewal conversation even if the VPN replacement decision is not yet final; the active evaluation of the Ivanti Connect Secure replacement is the most direct churn risk signal the Ivanti account team receives, and it escalates the entire Ivanti renewal conversation to executive level immediately.

5. IVANTI QUICK REFERENCE: THE ONE PAGE YOU BRING TO EVERY CALL

PRINCIPLE	THE LINE OR THE RULE
Active Ivanti devices and agents, every module	"Quote every Ivanti module at our active managed device and active agent count before anything else." Contracted Ivanti counts include decommissioned and Intune-migrated devices that no longer require Ivanti management.
Never react live to Ivanti numbers	Ivanti numbers and proposals received in a meeting get acknowledged, never answered. Respond on your clock, in writing, days later.
Connect Secure concession belongs in the order form	Name the Ivanti Connect Secure vulnerability remediation cost formally in Call 1. Request the Ivanti concession in writing before the proposal exists. It requires VP-level Ivanti approval and escalates the renewal immediately.
Their calendar	Confirm the Ivanti fiscal close deadline in Call 1. PE-owned companies under Clearlake target December. Final Ivanti asks target six weeks before that close, not six days.
Microsoft Intune for Ivanti Endpoint Manager	Build the per-device Ivanti versus Intune cost comparison before Call 1. Only pay Ivanti Endpoint Manager rates for capabilities Intune does not cover at your M365 tier.
Freshservice for Ivanti ITSM	Bring a specific Freshservice quote for your Ivanti ITSM agent count to Call 2. Freshservice is a credible Ivanti ITSM alternative that Ivanti account teams take as a real displacement risk.
Cap the Ivanti uplift	Ivanti annual escalator capped at zero to two percent in the Ivanti order form. PE ownership under Clearlake and TA Associates does not make the Ivanti uplift non-negotiable.
Ivanti paper only	The Ivanti order form. Neurons platform roadmaps, security remediation briefings, and endpoint management optimization reviews are conversation, not contract.

FIVE IVANTI SENTENCES THAT REPRICE THE DEAL AGAINST YOU

- "Ivanti has patched all the Connect Secure vulnerabilities; the platform is secure now." Patches are Ivanti's forward obligation to its customers. The remediation concession addresses the investigation and response costs our organization absorbed during the breach window. The two conversations are separate.
- "Ivanti Neurons is more integrated than Freshservice and Intune combined." Platform integration is a technical argument. The commercial question is the per-device and per-agent rate for each Ivanti Neurons capability against its specific alternative. Evaluate each Ivanti module on its commercial merits, not on the platform integration narrative.
- "We need all the contracted Ivanti devices for our managed endpoint population." Pull the active managed device count from the Ivanti Neurons console. Devices on decommissioned hardware and devices migrated to Intune management do not require Ivanti licences. Renew only at the active Ivanti managed count.
- "Freshservice doesn't have Ivanti ITSM's enterprise change management capabilities." Freshservice provides enterprise change management including change advisory board workflows, risk scoring, and change calendar management. Evaluate the specific Ivanti ITSM change management use case against Freshservice before conceding the capability argument.
- "The Ivanti uplift is standard for the IT management market." PE-ownership-driven uplifts under Clearlake are not market standards. They are acquisition return model requirements. Challenge the contractual basis and cap the Ivanti uplift in the order form.

6. WHAT GOOD LOOKS LIKE AT IVANTI SIGNATURE

A well run Ivanti renewal closes with Endpoint Manager at active device counts, ITSM at active agent counts, per-unit rates benchmarked against Microsoft Intune and Freshservice, and the Ivanti Connect Secure remediation concession in the order form. The annual Ivanti uplift is capped. Inactive Neurons modules are out of the footprint. Device and agent additions are pre-agreed at the renewal rate.

It delivers the position that compounds: an Ivanti account team that knows every renewal begins with active device and agent counts, an Intune entitlement comparison, a Freshservice quote, and a formal Connect Secure remediation request. Against a PE-owned vendor navigating critical vulnerability consequences alongside module proliferation, the buyer who audits the devices, maps Intune, obtains the Freshservice quote, and names the remediation cost is the buyer whose IT management spend is rational.

USING THIS DOCUMENT

Fill every [bracketed item] before the Ivanti call. Produce the Connect Secure remediation document before Call 1. Pull active device and agent counts from the Ivanti Neurons console before Call 1. Obtain the Freshservice quote before Call 2. Build the Intune entitlement map before Call 1. If the conversation leaves the script: "Let us come back to each Ivanti module at its active count and the Connect Secure concession first."