



SMALL BUSINESS IN NEED OF **SOURCING STRATEGY** TO INCREASE OVERALL VALUE



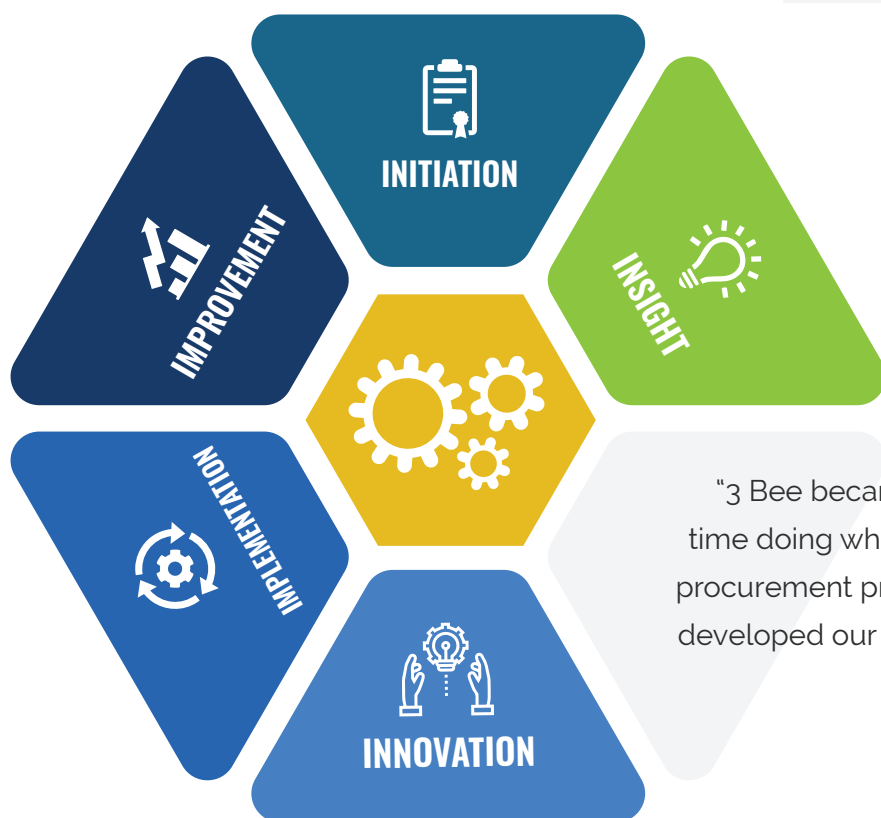
KEY OUTCOMES INCLUDED:

- Evaluated all marketing spend and segregated into main market facing categories
- Ran RFPs in 3 categories after finding there was a long tail of suppliers or the market hadn't been evaluated in a very long time.
- Addressed supplier segmentation and enabled effective relationship, risk, and performance management.
- Implementation of a sourcing strategy that led to a 26% savings across categories, reduced number of suppliers and a robust supplier management strategy.



EXECUTIVE SUMMARY

The client did not have the resources for a sourcing organization and only two marketers with no defined processes, tools or methodologies for Category Management, Strategic Sourcing or Supplier Management. This allowed for very limited savings value creation to the organization.



CLIENT QUOTE:

“

“3 Bee became a trusted partner enabling us to spend time doing what we do best - Marketing. They evolved our procurement processes, implemented enabling technology, developed our skills and helped us generate savings across all our categories.”

”





CHALLENGES

The current state landscape for Category Management, Strategic Sourcing and Supplier Management had many issues at the time of engagement:

- Decentralized procurement organization with no consistent, documented processes and methodology to enable strategic decision-making on categories and suppliers.
- No segmentation of categories and suppliers into critical, strategic, preferred and transactional.
- Procurement was reactive and lacked category insight necessary to drive long-term sustainable value.
- Lack of interaction between sourcing activities and business stakeholder requirements.
- Limited cross-company leveraging of category spend and supplier relationships.
- Buying was based on demand signals and tactical buys rather than a strategic category approach.
- Lack of structured sourcing approach and/or principles to identify and reduce total cost of ownership.



HOW 3 BEE'S SERVICES HELPED

Through our partnership, we enabled the client to establish and drive sustainable procurement processes and methodologies:

- Introduced Category Management, Strategic Sourcing and Supplier Management processes and methodology.
- Developed segmentation of categories based on complexity, spend, business impact and risk.
- Established the true value proposition of procurement to the business through visible early wins.
- Aligned Procurement's goals and activities with the business needs and priorities.
- Supplier Management was limited and reactive with little focus on performance and risk management.
- Analyzed spend, supply base, performance and market dynamics to build multi-year category plans and a portfolio of sourcing projects focused on strategic value creation.
- Delivered strategic sourcing projects that addressed business needs and provided significant savings.
- Developed a structured supplier management process through segmentation of suppliers, enabling focus on critical / strategic areas to pro-actively manage performance, risk and relationship.





SUMMARY OF RESULTS

The key outcomes of our engagement with the client include:

- Transformed the marketing/procurement organization to utilize a consistent, integrated, and strategic approach to Category Management and Strategic Sourcing.
- Managed initial sourcing projects utilizing newly implemented process delivered over 25% in savings, consolidated the supply base, and standardized agreements across the organization.
- Identified critical and strategic suppliers to be included in Supplier Management program.
- Improved cross-functional collaboration between procurement and business stakeholders to drive real change in category and supplier management.
- Established the true procurement value proposition to the broader organization.



Contact 3 Bee Marketing Today.



614.363.5260



nick@3beemarketing.com



www.3beemarketing.com

