Computer Peripheral Company Improves Decision-Making With Business Intelligence

Customer Profile: Global leader of data storage solutions, allowing people to create, share and preserve critical business and personal data. The company also manufacturers consumer electronic devices and enterprise network solutions.

Location: Private Subsidiary; United States Headquarters

Industry: Computer and Peripheral Equipment Manufacturing

Employees: 46,000+ globally

Key Challenges:
- Managing up to 18,000 global suppliers

- 500+ global sourcing team members created 500+ KPIs that varied country to country

- Massive volume of unmanageable and outdated, inaccurate, redundant data (e.g. KPIs, SKUs, suppliers) across multiple similar systems

- One full-time employee would need one month to create a single overview report from multiple reports

- Impossible to track costs and savings company-wide

- Unable to manage suppliers' performances and profiles

With a shift in production systems and a restructuring of several manufacturing plants, a global-leading data storage solutions company knew it had to focus on cutting costs as well as growing the top line. The company was asking a far smaller core team than before to manage costs more efficiently without replacing their legacy tools, which included off line Excel spreadsheets.

This data solutions company, like virtually every firm operating in the high-tech space, faces constant and rapid technological change; yet, its purchasing systems were surprisingly old-world. Their legacy management and reporting systems required the manual maintenance of more than 500 KPIs in Excel spreadsheets, scattered across their global footprint. This system seriously limited their access to the real-time, accurate data and analytical reporting which was required to make the best business decisions and negotiations with suppliers.

The overall process inefficiency was further complicated by the fact that each of the countries with manufacturing capabilities, from the U.S. to the United Kingdom, to Singapore and Thailand, had its own KPIs, tools and systems. The lack of global standardization made it nearly impossible to accurately compare bids and suppliers.

Consistent and Accurate Analysis of Supplier Historical Performance

BravoAdvantage, a strategic procurement platform, is supplier-centered, and it allows this global data storage solutions company to consistently and accurately analyze, assess and evaluate its suppliers' historical performance as well as its most current RFQs. By automatically eliminating duplicate and triplicate supplier entries and retaining only the best-performing suppliers, BravoAdvantage has effectively cut their supplier data base from 18,000 to only 5,000 companies.

"Our database was unwieldy and cumbersome as well as dated and sometimes inaccurate, which made it virtually impossible to request RFQs from the most appropriate suppliers in specific comparable formats, and then quickly and easily compare their submissions," said the company's Vice President of Strategic Sourcing.

This company, which manufactures and ships millions of hard disk drives and solid-state drives annually, with year-over-year increases, issues thousands of RFPs annually. In order to get out of the red, the data storage solutions company targeted an overall cost reduction of 18% across its 2015 and 2016 RFPs.

With BravoAdvantage, 20% Savings Exceeds Previous 18% Target

"The more formal RFPs we issue, the better the savings we ultimately achieve," said the company's VP of Strategic Sourcing. *"Now with the BravoAdvantage tool, we are better able to negotiate with suppliers when we can easily review and compare the various bids, point by point, at a glance."*

BravoSolution

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Solution: BravoAdvantage - pulling data from multiple standalone systems into a single, integrated strategic procurement platform

BravoAdvantage delivers:
- Sourcing
- Program Management
- Supplier Value Management – Performance
- Standardized Global KPIs & Scorecards
- Standard & Custom Reports
- Automated Data Entry and Auto-Population

Benefits:
- 20% savings, exceeding 18% target
- Identified 5,000 quality suppliers, down from over 18,000
- 100 to 200 KPIs on global scorecards
- Single report generated in 1 minute, versus one month's work for a full-time employee
- Tracked costs & savings and managed suppliers to more effectively award RFQs

Business Intelligence Improves Decision Making

BravoAdvantage can strategically take over the decision-making process on behalf of an organization's employees. More specifically, BravoAdvantage can be programmed to weigh and score various parameters, and then rank the best bids from top to bottom.

"BravoAdvantage makes the assessment and awarding of the bids completely objective," said the data storage company's VP of Strategic Sourcing. *"The platform removes the subjectivity and the emotion from the process to focus exclusively on the facts."*

Every month, the company surveys their internal procurement team to identify any processes which may require fine-tuning, such as any specific action or step that may need to be added, eliminated or repositioned to improve efficiency.

"BravoSolution takes responsibility for asking what's working and how they could improve our solutions," noted the company's VP of Strategic Sourcing. *"The seamless communication from BravoSolution throughout the beginning phases of our project allowed the tools to go to that next level. It is this kind of hands-on approach that makes the BravoAdvantage tool work for us, as it is constantly evolving to better suit our needs."*

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