



SPEND OPPORTUNITY ASSESSMENT CASE STUDY

Better insight, reduced risk and 8% (£3 million) savings delivered with 15x ROI, through our spend opportunity assessment.

The Client:

A leading marketing and media solutions organisation that had experienced rapid growth through creating highly personalised campaigns on behalf of retailers and brands worldwide.

The Challenge:

The client had an appetite to open up all areas of spend to comprehensive commercial review and challenge.

In particular, they had a proliferation of suppliers and a high number of transactions forming a long 'tail' of lower value purchases. These purchases were not actively under management and together formed a material cost. Consumption was fragmented across the organisation and suppliers were generally unchecked and faced little price pressure. The client needed expertise to swiftly extend its reach over all areas

of spend and mitigate any unnecessary cost and risk to the organisation.

Our Approach:

Using our established spend opportunity assessment approach, Augmentas carried out a review of the current state starting with an analysis of spend and transactional data. We extracted, cleansed and re-classified the data to generate superior insight.

An assessment of sourcing tactics and savings opportunities was made based on our extensive experience of optimising the supply chain and associated costs.

Our responsive approach provided a means for the client to work with a dedicated specialist to extend its reach across all areas of spend to fully assess the opportunity and generate efficiencies and savings. This allowed the client to maintain focus on its critical suppliers, whilst we exploited



the purchasing power within the hidden tail and areas of spend not under active management.

To ensure savings were sustainable, we reviewed and recommended the adoption of re-engineered processes, policies and demand management.

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To find out more about Jackson, [click here](#)

Outcomes:

- ▲ Delivered **sustainable sourcing savings of 8%** (£3M) of the total spend brought under control.
- ▲ **ROI of 15x**
- ▲ Generated superior insight from the spend data facilitating **fact-based decisions**.
- ▲ Delivered an opportunity assessment report including **sourcing tactics** and **savings potential** by category.
- ▲ **Reduced transaction volumes** and the associated administrative cost burden to the organisation.
- ▲ **Improved controls and spend data tracking** to underpin compliance with preferred supplier arrangements and **extracted more value** at the point of purchase.
- ▲ **Reduced risk** around the proliferation of suppliers and potential fraud of the organisation.