



# Osram Sylvania

Managing Direct Catalog Connections,  
Streamlining the Buying Process and  
Eliminating Data Handling Costs.

Customer since	2002
ERP Vendor	SAP
Business Units	29
Production Facilities	22
Catalogs	20
Employees	12,000+
Countries	140+

**aquire**

10290 Alliance Road  
Cincinnati, Ohio 45242

513/285.8385  
888/618.8634

[Aquire.com](http://Aquire.com)

## The Challenge

How could Osram Sylvania expand supplier relationships while simplifying the way their employees purchase goods and services? As one of the pilot companies to use SAP's Enterprise Buyer Professional 2.0 supplier relationship management software in 2002, Osram Sylvania's initial rollout was limited to three supplier catalogs with access to only 4% of their available products.

**As long as end users have a purchasing tool they can feel comfortable with, it makes the buying experience easier for them; particularly if they are not in purchasing.**

**Bill Walleck**

CPM Commodity Business Head  
Indirect Materials/Services

Migrating to OCI punchout catalogs allowed them to add more suppliers and access more product content, but they still had to manually manage UNSPSC codes at the commodity level. The integration process of independent punchouts was still resource intensive and onboarding and maintenance required high IT support spend. In addition, they faced new data issues with the conversion of measurement units and UNSPSC codes to local commodity codes – one catalog at a time. The purchasing experience was very inconsistent for end users.

Osram Sylvania needed a solution that:

- Provided a consistent, consumer-like purchasing experience for end users across all supplier catalogs.
- Was SAP SRM compatible, allowing control of punchout access and visibility within the organization.
- Would allow them to expand internationally without language and data compatibility issues.

## The Solution

By outsourcing the management of dynamic content connections to Vinimaya and integrating with Vinimaya's real-time eProcurement technology, Osram Sylvania empowered purchasers within the organization to make better buying decisions. It provided a familiar B2C-like online shopping experience that allowed their employees to search and compare products across all of their supplier catalogs.

Today, 85% of all targeted indirect spend takes place in their private, virtual marketplace. Purchase order processing costs of \$125 have been reduced by up to \$40 per transaction for more than 7,000 transactions per year. Catalog use has increased more than 8% over the previous year.

**Osram Sylvania can approach suppliers that have already integrated through Vinimaya's eProcurement Solution with options for national contracts.**

Complete access to supplier catalogs and better visibility to product detail empowers their employees to make better buying decisions with comparison shopping of both internal content and external punchouts. And, with Vinimaya's eProcurement solution acting as a library of catalog resources, Osram Sylvania can approach suppliers that have already been integrated through Vinimaya's eProcurement solution with options for national contracts.

## The Results

**Reduced the amount of time and IT support spent on supplier/ catalog on-boarding and maintenance**

**Eliminated multiple points of contact to manage vendor relationships and OCI compliance**

**Significantly increased the number of fully integrated catalogs**

**Rid themselves of supplier-dependent websites**

**Greatly improved order accuracy with pre-negotiated contract rates and supplier data**

**Drove significant contract compliance and savings by reducing employee rogue spending**

**Talk To Us.**  
**513/285.8385**  
**888/618.8634**

[Info@Aquiere.com](mailto:Info@Aquiere.com)