

Case Study

India's \$3Bn+ manufacturing major achieved 8.5% savings in ₹500 Cr+ sourcing.

Company Background

One of India's leading industrial goods manufacturers with more than ₹10,000 Cr in revenue and over ₹30,000 Cr in market capitalization adopted Procol for all their sourcing needs.

Problem Statement

The company was using a sourcing tool built on decade old technologies which was **very difficult to use** for buyers and suppliers leading to **poor engagement** and **low saving results**.

Poor buyer and supplier engagement led to inefficient negotiations and price leakages. As a direct result, the company ended up losing savings opportunities on each transaction.



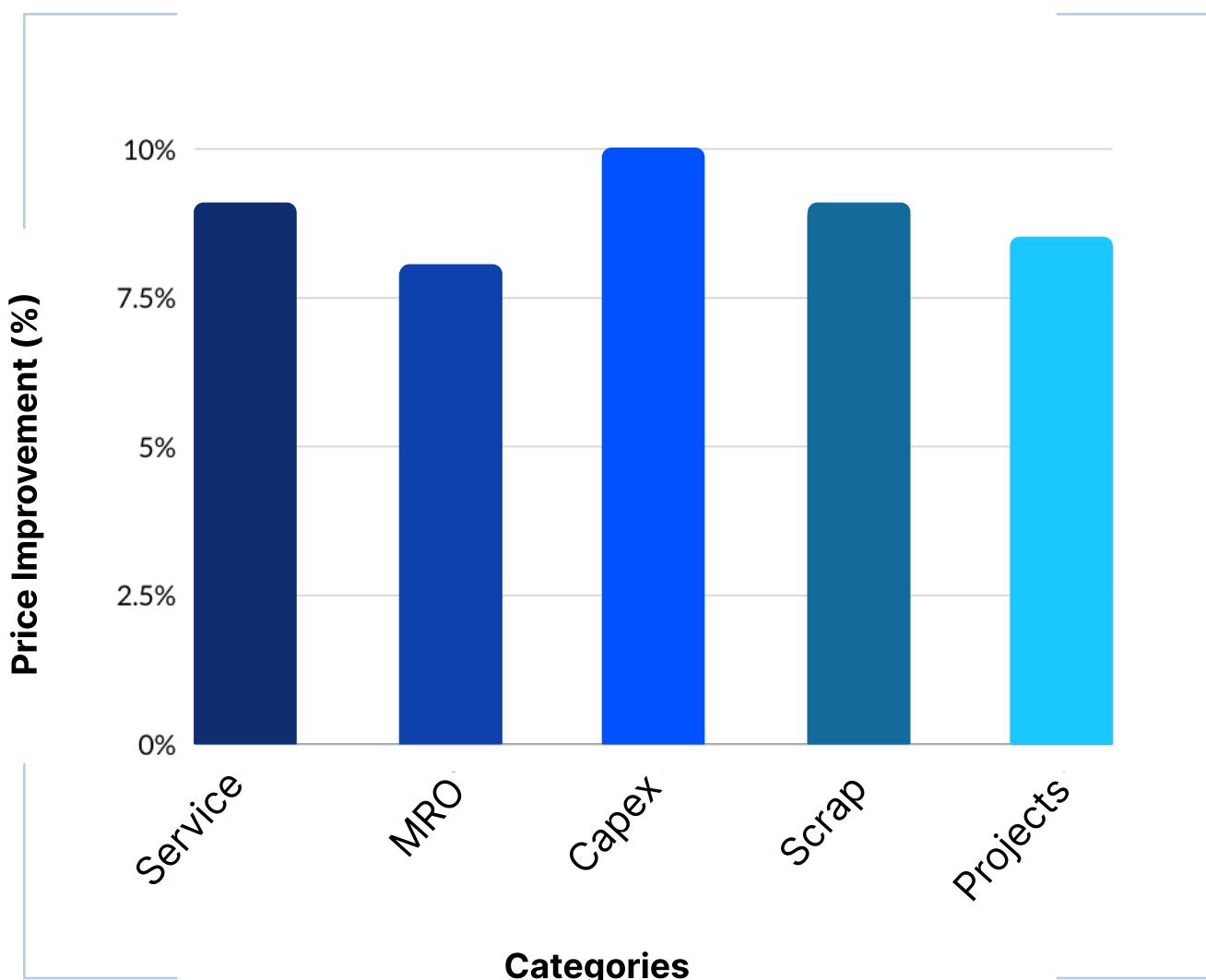
Procol's Impact

1000 per month

suppliers onboarded

8.5% (₹45 Cr+)

cost savings



How Procol Proved Value & Delivered ROI

Superior Negotiation Engine

Procurement in different categories of goods and services with different supplier demographics require a vast array of unique negotiation strategies. Procol's **35+ auction strategies** helped the company optimise sourcing costs in 5+ categories in under 7 days, saving more than 8% cost in record time.

Intelligent Mobile Sourcing

Procol's platform is leading the way in advancements in UX design, optimization, machine learning, game theory, and data science to help meet the challenges faced by procurement as they are under ever-greater pressure to find value. By deploying Procol mobile-first bidding, company's suppliers were **60%** more active during sourcing events, realising the most competitive bids from suppliers.

Fastest Supplier Onboarding

Procol has the fastest supplier onboarding and training turnaround time in the industry which is under **10 minutes / supplier**. Procol ended up onboarding more than **1000 suppliers** of the company within a month on Procol's platform, resulting in lightning fast and smooth transition from one auction platform to the other.

Advanced Reporting Mechanism

Along with savings, Procol helped the company's management gain real-time visibility of all sourcing events on mobile and its stakeholders with a customisable one-click reporting engine. This helped the company visualise and build forecasts on all data points from procurement to identify future risks and make data-driven decisions.

In Summary

Procol helped the company unlock value and deliver ROI of over 2000% within 45 days.

Procol provided a seamless user experience across multiple platform technologies bundled with superior negotiation strategies which helped the company realise higher savings, as compared to the other auction platforms they were previously using. It also brought back control and intelligence in the sourcing cycle, where Procol's automated and advanced reporting engine helped the client capture and forecast multiple purchase data points.
