

ENHANCING NORDSTROM'S PROCUREMENT PROCESS

WITH THE HELP OF SUPLARI



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NORDSTROM

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SUPLARI

With more than twenty years working at major retailers,

including Walgreens and Starbucks— eventually landing at Nordstrom— Karoline Dygas and her team leverage Suplari to enhance everything she does.

To Karoline, global supply chain sourcing and procurement in particular are “in her blood,” and even though she believes she “must be a little crazy to have been in it for such a long time ... it’s been a fun journey thus far.”

“I’ve had an opportunity to focus on maximizing value for an organization by really looking at processes and how we could optimize and simplify them and how to really leverage digital tools and technology to make everybody’s life more efficient, which ultimately provides the value organizations are seeking. It’s been a really fun journey, and I’ve done some amazing things with some great companies.”

Providing More Value at Nordstrom

At Nordstrom, Karoline's primary objective has been to increase value by enhancing efficiencies, eliminating waste, and shifting her team's focus from transactional tasks to strategic initiatives. This approach is built on the alignment of three key elements: people, processes, and technology.

"You can have great people, but if processes are not good, it's not going to work," Karoline explains.

"If you have great people and good processes, but the tools that are needed to do it are not good, it's not going to work either."

Karoline emphasizes the importance of integrating these three spheres seamlessly to ensure success. She highlights how advancements in technology have significantly shaped both people and processes in recent years, providing opportunities to "offset inefficiencies and truly maximize the potential" of her team.

"There are some really fun tools out there that allow you to do this in ways we couldn't have imagined before," she adds, reflecting on the transformative role technology has played in her efforts at Nordstrom.

How Suplari Enhances Internal and External Relationships

When Karoline joined Nordstrom, she quickly recognized the importance of having clear, actionable insights to drive change and create value within the organization. Reflecting on her early experiences with Suplari, she shares how the platform provided essential spend visibility and empowered her to elevate procurement to a more strategic role. Here's how Karoline describes the impact of Suplari:

"Suplari really made my beginning journey at Nordstrom that much easier. In order to make change, you actually need to see what is going on. From that, we could then create our strategies and ultimately unlock the value in an organization that has been around for a long time."

At Nordstrom, Suplari has been instrumental in elevating procurement to a more strategic level by providing actionable data and deep insights. Karoline emphasizes that with Suplari, her team gained access to reliable, real-time data that they could "slice and dice in various ways," enabling meaningful discussions with internal stakeholders.

"Building relationships is all about trust," Karoline explains. "And to have that trust, you have to have factual, repeatable, succinct, and meaningful information that you can share—and even spark discussion."

Suplari not only facilitated these discussions but also revealed insights that many stakeholders weren't previously aware of. As Karoline notes, "We were able to dig deeper and obtain additional insights that they might not have even known were possible to gain." This transparency has strengthened collaborations with both internal teams and supplier partners, paving the way for more informed and impactful decision-making.

Customer-Focused Insights Through Suplari

Sourcing and procurement at Nordstrom strive to meet the needs of both internal business partners and external suppliers. Karoline emphasizes that success hinges on understanding others' needs and fostering a collaborative mindset. By building strong partnerships, her team ensures procurement bridges business units and suppliers, driving shared goals and mutual success. "The pie is not one size," she explains. "You can actually make the pie bigger if you try enough and have the proper attitude."

Suplari has played a key role in supporting Karoline's mission to create impactful change. She notes, "Suplari gave us the tools to truly understand our spend—who the suppliers are, what we're spending with them, and who within the company is engaging with them. This visibility allowed us to craft strategies for improvements and unlock the value within a long-standing organization."

Access to real, actionable data has been pivotal. With Suplari, they can analyze data from multiple perspectives and provide fact-based insights that build trust and foster collaboration. These discussions often reveal unexpected insights, helping the team better understand how decisions and supplier relationships affect overall spend. By providing this clarity, Suplari has empowered Nordstrom's procurement team to deliver stronger, more strategic outcomes.

On top of all this, Suplari also ensures data integrity. In Karoline's words:

"You have to make sure your data is clean, readily available, consistent with what you see. And I think that Suplari does a really good job with how the data is represented and that it is consistent. It's consistent from month to month and from year to year. So then you have that sense of ability to rely on it because it's something you trust, and you know it's going to provide the information that you're familiar with and that is trustworthy."

A Final Word on Suplari: Maximizing Procurement ROI with Actionable Insights

With a tool like Suplari, Karoline emphasizes starting with the core problem it aims to solve—in this case, achieving visibility into data. For many organizations, data alone isn't enough; it must be actionable, repeatable, and easy to visualize to inform decisions. Suplari provides this capability, allowing Nordstrom to analyze spend, identify supplier relationships, and uncover opportunities for strategic sourcing. This insight has been critical in developing sourcing strategies that address challenges like overly complex supply chains or single-sourcing risks.

Another key benefit of Suplari is its user-friendly design, which Karoline highlights as a major factor in its success.

“When I first opened up Suplari, I knew how to use it right away,” she notes, praising its intuitive interface.

The platform didn't require significant process changes but instead enabled her team to create new workflows that delivered additional insights and value.

By simplifying complex data and empowering teams with actionable intelligence, Suplari has supported Nordstrom's goals of reducing waste, improving workflows, and making smarter business decisions across procurement.



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