

9x faster purchase processes

ACCIONA is a Spanish infrastructure and renewable energy development and management company. It has several highly diversified business units operating in more than 60 countries.

They have a procurement platform, PROCUR-e, which, in addition to serving as a supplier portal and tendering tool, brings together more than 150 electronic catalogs.

ACCIONA Connect, an initiative in which ACCIONA and Sales Layer go hand in hand, seeks to encourage digital transformation in the purchasing area. It allows the group's suppliers to develop ecommerce channels through practical, functional and affordable PunchOut electronic catalogs that help minimise purchasing management times.



Figures about ACCIONA:

+ 34,000
employees

€1,710 million
in revenues

€94 million
profit

€950 million
in investment

EBITDA of
€362 million

The need

The traditional purchasing process, for a corporation of ACCIONA's complexity, implies an endless amount of unproductive work related with the input and maintenance of supplier information – information which is always incomplete, outdated, or inconsistent.

This means that a high percentage of purchase orders have mistakes or need special processing from the purchasing department, and that purchasing managers spend much of their time addressing questions and requests from users to select and buy a particular product.

“The systems we used before were very slow, functional, and unfriendly. Thanks to Sales Layer, we realized that a product catalog could be made in seconds. It’s the technology that any supplier would be looking for: something simple to use and which provided more engaging catalog results.”



Alejandro Chocrón
(e)Procurement Planning and
Processes Manager at ACCIONA

The challenge

Getting strategic suppliers from different ACCIONA business areas to join this initiative by connecting their electronic catalogs, or catalogs developed with Sales Layer technology, to ACCIONA's catalogue pool.

To accomplish the aforementioned, they need a universal PunchOut system for all suppliers at a minimum cost. This would allow the digitization of their product catalogs and connect them in a matter of minutes, without technical knowledge.

The hurdles

1. Only 20% of suppliers have ecommerce platforms – a prerequisite to the generation of PunchOut gateways.
2. Less than half of that 20% of suppliers have PIM technology, so they experience problems gathering and delivering the information.
3. Generating a PunchOut gateway is usually costly in terms of time and resources.

The ACCIONA Connect + Sales Layer project

In 2018 ACCIONA began an internal project inspired by an Anglo-Saxon model used by similar corporations – a project aimed at modernizing its purchasing process through PunchOuts Connected to its eProcurement system. This project had a slow deployment due to the problems inherent to product catalog digitization on the suppliers' end, as well as the costs of the PunchOut solutions available on the market.

At that point, they entered into an agreement with Sales Layer to launch ACCIONA Connect as a complement to their PunchOut strategy. Sales Layer became an ally to ACCIONA that would be constantly evolving, adapting to the needs of the project – even with new features as they became required by the circumstances.

ACCIONA Connect handles the main difficulties detected and allows for the generation of pre-configured PunchOuts that can be Connected to ACCIONA's eProcurement system in minutes, doing so at a starting cost 6 times lower than other available systems.

This is achieved thanks to the use of Sales Layer's PIM technology, which while generating and Connecting the PunchOuts, it also allows for the management of information in an intuitive and simple way, streamlines negotiation, and gives more autonomy to the entity making the purchase. This frees the supplier from:

- ✓ Financial leverage, being a cost per service and not an investment.
- ✓ Customer leverage, being able to abandon the system at any time if the relationship with the customer changes.
- ✓ Technological leverage, as the system adapts to any changes ACCIONA may require and can even be reused and extrapolated to other customers.

What’s more, Sales Layer provides an Engagement Manager for onboarding and engagement support to ACCIONA Connect suppliers.

Through this process, the process of assembling electronic catalogs has been made much easier, and questions and problems have been instantly solved.

“The generation of electronic catalogs makes the process 9 times faster than in a traditional purchase.”



Alejandro Chocrón
(e)Procurement Planning and Processes manager at ACCIONA

The current process with ACCIONA Connect

| | WITHOUT Connect | WITH Connect |
|----------------------------------|---------------------------|------------------------------|
| Supplier capacity | Very limited | Universal |
| Time required for implementation | Months | Hours |
| Quality control | Non-existent | Real-time |
| Cost | \$\$\$\$\$\$ | \$ |
| Relationship type | Pressure for the supplier | Win / Win – Buyer / Supplier |



Advantages of ACCIONA Connect

- ✓ 6 times less expensive than any similar solution on the market.
- ✓ Analytical capabilities for decision making.
- ✓ Enrichment of catalogue data.
- ✓ Practical and functional catalogues made on the fly.
- ✓ Scalable solution to other clients.
- ✓ Sales Layer team support during onboarding.
- ✓ Sales Layer support in catalogue maintenance.
- ✓ Functionality adapted to the suppliers' reality.

ACCIONA Connect is a democratization of PunchOut: a system for everyone that is accessible, adaptable to every business vertical, easy to use and maintain, and with no technical complexities to avoid technological and economic leverage.



Try Sales Layer for yourself and see what it could do for you

Just powerful, fully-featured PIM, free for thirty days.

