

IDC Innovators: Procurement and Supply Chain, 2023

Patrick Reymann Travis Eide

IDC INNOVATORS IN PROCUREMENT AND SUPPLY CHAIN

The pace of digital technology advancements continues to alter the utility and value-add of the traditional procurement and supply chain functions. As enterprises evolve along their DX journey, whether they are only beginning the assessment phase to mature technology deployments, they are provided with several innovative applications and tools that leverage advanced technology to facilitate simple, "clean," and intuitive applications, which utilize advanced analytics and application workflow. Leading advanced technologies include SaaS, cloud, AI, workflow automation, and predictive procurement analytics. This document highlights five emerging sourcing vendors – Cirtuo, Everstream Analytics, LogicSource, ORO Labs, and Suppeco – leveraging advanced analytics and cloud technology and are uniquely focused on a clean, transparent, and intuitive UX to augment procurement and supply chain operations. These vendors' products leverage the latest technology to change the work streams of procurement and supply chain professionals, so insights can quickly be gleaned or even modeled, enabling faster and better outcomes. Together, these vendors are representative of a new breed of innovative technology software products that are addressing the procurement and supply chain business processes (see Figures 1-6).

FIGURE 1

IDC Innovators in Procurement and Supply Chain, 2023

	IDC Innovators are emerging vendors under \$100 million that have an innovative new technology or a groundbreaking business model.	
Procurement and Supply Chain		
Company Name:	Founded:	Headquarters:
Cirtuo	2010	Graz, Austria
Everstream Analytics	2012	San Marcos, California
LogicSource	2009	South Norwalk, Connecticut
ORO Labs	2020	Palo Alto, California
Suppeco	2017	London, United Kingdom








Source: IDC, 2023

FIGURE 2

Cirtuo

Why Cirtuo Was Chosen as an IDC Innovator

Cirtuo provides AI-powered category management software that automates category strategy creation. The solution provides for faster decision making, which leads to greater business impact and value delivery. The flagship product, Cirtuo Guided Strategy Creation, brings efficiency improvements in the areas of time to value, knowledge management, stakeholder alignment, increased addressable spend, and cost savings.

Cirtuo			
 Founded 2010	 Number of Employees >50	 Headquarters Graz, Austria	
 Product Name Cirtuo Guided Strategy Creation	 Founders Drasko Jelavic		
 Profiled Product/Service Cirtuo Guided Strategy Creation	 Funding Private		

IDC Innovator Assessment

- AI enablement is based on the accumulated know-how from thousands of successfully developed category strategies.
- Strategy development feels like an "interview," in which the user (category manager) can exclusively focus on the quality of the input. Specific knowledge of methodology or strategic tools is no longer required as it is all embedded into the technology, which the category manager is guided through.
- Built-in intelligence does all the "heavy lifting" and makes strategy creation automated, as the AI expert system draws all analytical conclusions and translates that into strategic conclusions and actionable objectives.

Key Differentiator

Cirtuo's "Guided Strategy Creation" (GSC) is an AI-driven procurement software that automates category strategy creation for faster decision making, leading to greater business impact and value delivery beyond savings. This leads to less time spent on creating charts, tables, or illustrations and consolidating everything into a strategy document, as all of it is automated in Cirtuo's GSC and is formatted and exported directly from the system, yielding a dramatic increase in speed of category strategy development. Basic category strategies can be developed in less than one hour.

Challenges

Cirtuo faces two primary challenges at it scales its offering. The first relates to marketplace awareness. The company has been a going concern for over 10 years yet is not widely known. The second primary challenge involves the potential for competing solutions from full-suite providers that provide a range of procurement applications.








Source: IDC, 2023

FIGURE 3

Everstream Analytics

Why Everstream Analytics Was Chosen as an IDC Innovator

Everstream Analytics provides a dynamic and customizable multitier risk management platform connecting billions of data points across global procurement, supply chain, logistics, and weather sources. With over 15 years experience in supply chain, it delivers insights across industries including automotive, chemicals, F&B, heavy equipment, high tech, manufacturing, life sciences, medical devices, oil and gas, and retail.

Everstream Analytics		
 Founded 2012	 Number of Employees 195	 Headquarters San Marcos, California
 Product Name Everstream Discover	 Founders Columbia Capital	
 Profiled Product/Service Everstream provides end-to-end supply chain risk analytics and predictive insights. Everstream's approach combines data based on billions of supply chain interactions with powerful AI and advanced analytics.	 Funding \$29 million	

IDC Innovator Assessment

- An API-centric architecture eases integration with enterprise-level planning systems, creating a holistic view across end-to-end (E2E) supply chains from which consistent decisions can be made to address supply chain risk, cybersecurity, and ESG/sustainability challenges.
- Everstream's platform brings 10 years of data spanning supply chain procurement and operations which, when augmented with an organization's unique data, creates customized and relevant insights.
- Everstream's multitier supply chain mapping provides an objective stance with constant refresh to address challenges and uncover opportunities in real time as they unfold across complex global sourcing footprints, creating a distinct competitive advantage where spend is substantial and the landscape is constantly evolving.

Key Differentiator

In an environment where only 2% of organizations are capable of seeing beyond tier 2 suppliers, bringing accuracy and timeliness to decisions made at tier "n" allows organizations to become nimble in an increasingly disruptive environment. Everstream's comprehensive data visualization capabilities speed insights and simplify consumption for supply chain practitioners.

Challenges

Data hygiene is a constant challenge for platforms that aggregate data across multiple suppliers, environments, and regions to ensure that meaningful, relevant, and impactful insights are delivered to Everstream's customers.








Source: IDC, 2023

FIGURE 4

LogicSource

Why LogicSource Was Chosen as an IDC Innovator

OneMarket Source-to-Pay solutions converge technology, expert implementation/ongoing services, and market intelligence into a single offering, resulting in a unique value proposition in the Source-to-Pay space. The OneMarket technology offering is designed to the needs of procurement organizations of all sizes from SMBs to global enterprises.

LogicSource			
 Founded 2009	 Number of Employees 350+	 Headquarters South Norwalk, Connecticut	
 Product Name OneMarket Insights, Portfolio, Sourcing, Contracts, P2P		 Founders David Pennino	
 Profiled Product/Service OneMarket, a five-module S2P suite, provides solutions for spend analytics, sourcing, contracts mgmt., sourcing performance mgmt., and P2P, supported by LogicSource's market intelligence and price benchmarks.		 Funding In April 2022, LogicSource raised \$180 million with FTV Capital. With this new funding, LogicSource will enhance its services, technology, and data offerings and enter new verticals.	

IDC Innovator Assessment

- **Not just software:** OneMarket's Source-to-Pay technology solutions are uniquely positioned in the market due to the company's combination of purpose-built technology, expert services, and market intelligence.
- **A better user experience:** Intuitive workflow, agile intermodule access, personalized dashboards, and robust reporting all create high user adoption: Built for Practitioners for Practitioners.
- **True client partnerships:** OneMarket performs its own implementations, training, data quality assurance, enhancements, ongoing support services, and monthly governance.

Key Differentiator

Critical workflows within the Source-to-Pay life cycle are spread across multiple disconnected systems (or are not automated at all), resulting in time-consuming workarounds and manual processes; time that procurement professionals don't have. Procurement teams can address these challenges by investing in new technology, but technology alone does not solve the problem – gaps remain. Effective implementation is essential to achieving ROI, requiring expert resources. Creating and maintaining accurate and actionable data within the technology is critical to ongoing adoption and value realization. The infusion of external market intelligence and price benchmarks empowers procurement teams with speed to value and stakeholder credibility.

Challenges

OneMarket S2P technology solutions are not currently tracked by the top-tier technology research firms, making it challenging to obtain third-party objective reviews and will benefit as it builds greater brand awareness. OneMarket should develop predictive analytics to systematically identify value creation opportunities in spend and contracts data. It performs its own implementations, training, data quality assurance, enhancements, and ongoing support services; as it grows more market share, recruiting talent may be a challenge.








Source: IDC, 2023

FIGURE 5

ORO Labs

Why ORO Labs Was Chosen as an IDC Innovator

Created by former SAP Ariba product leaders, ORO streamlines end-to-end procurement across teams, systems, and processes. Employees can easily initiate and track requests, while internal stakeholders can automate workflow and achieve compliance with ease. This leads to satisfied business users, fully compliant processes, and high-quality data to make smarter spend decisions.

ORO Labs			
 Founded 2020	 Number of Employees 60	 Headquarters Palo Alto, California	
 Product Name ORO Smart Procurement Workflows		 Founders Sudhir Bhojwani, Lalitha Rajagopalan, Yuan Tung	
 Profiled Product/Service ORO Smart Procurement Workflows		 Funding \$25 million Series A	

IDC Innovator Assessment

- ORO Labs was created by a veteran team of procurement professionals who decided to take a fresh look at procurement applications, approaching the solution with a decided workflow-centric approach, with the ultimate goal of creating a solution that is intuitive, fast, compliant, and transparent. ORO's procurement automation platform dramatically improves traditional procurement operations by taming the chaotic enterprise spending on business-critical purchases and supplier engagements.

Key Differentiator

ORO Labs offers quick time to value, with go live often in a few months, rather than several months or even years. It has an impressive ROI as it relates to savings and compliance. It also includes an end-to-end procurement automation platform that can provide functionality beyond core purchase order creation and sourcing events.

Challenges

ORO Labs faces the challenges of effectively scaling its offering to continue to improve the user experience and add functionality, gaining marketplace awareness, and fending off a number of competitors that are delivering newer, innovative solutions in the procurement applications space.








Source: IDC, 2023

FIGURE 6

Suppeco

Why Suppeco Was Chosen as an IDC Innovator

Companies spend 70% revenue on suppliers, losing a third of that value to poor relationship value and data retention. To meet value targets, companies must collaborate to innovate. Suppeco is innovating to create precision execution and management within the relationship layer – previously lacking measurability, now structured and manageable generating substantive gain.

Suppeco			
 Founded 2017	 Number of Employees 11	 Headquarters London, United Kingdom	
 Product Name Suppeco		 Founders Sheldon Mydat	
 Profiled Product/Service Suppeco core services (the collaborative relationship platform for supply chain and the ecosystem)		 Funding \$650,000 bootstrapped/organic	

IDC Innovator Assessment

Suppeco leverages customer-supplier relationships to drive service excellence, actionable visibility, and operational sustainability while promoting innovation and growth. These are the cornerstones of its value proposition:

- **Four pillars:** Configurable infrastructures for every relationship in areas that previously lacked measurability are now structured to support an unlimited array of opportunity for innovation and growth.
- **Actionables:** Suppeco drives actionable visibility from tier 0 deep into supply chain. It is the ability to support live assessments, continuous improvement, and corrective measures.
- **Insights:** Leverage the power of data deep into the operational footprint. Data is a valuable commodity, but it ages quickly. Suppeco delivers live interactive measurable insights.
- **Omni:** Suppeco has created an unrivalled frictionless environment for collaboration at scale across global territories, distributed multiparty teams, departments, and companies.
- **Automate:** Rather than wait for users to log in, critical data follows the users. Automated workflows ensure never missing deadline KPIs, contract events, or audit inspections.

Key Differentiator

Suppeco is a supplier relationship management platform that has created a relationship infrastructure based on the aforementioned key cornerstones, which are critical for today's 24 × 7 operation of remote firms, remote operations, multiple languages, and time zones.

Challenges

Suppeco has been prototyping its psycholinguistic AI analysis module to interpret explicit data sets revealing implicit scenarios, such as negotiation nuances, propensity to risk, and cultural fit, but will require additional funding in order to complete its platform and undertake a formal launch.

Source: IDC, 2023

TECHNOLOGY DEFINITION

Procurement applications automate processes relating to purchasing supplies, material (whether direct or indirect; raw, in process, or finished; as a result of or flowing into a product supply chain-specific process; or in support of performing a service), and services (business or professional). The procurement function covers sourcing, procurement, supplier relationship management, contract management, savings tracking, transaction processing, and payments support – all of which are connected to create a single view of the spending levels at an organization. As a result, purchasing activities are integrated into a supplier community that can be easily tracked, benchmarked, and analyzed by both buyers and suppliers.

Features of these procurement modules include self-service requisitioning; order entry; approval workflow; transaction processing (EDI, EDI-INT, digital); strategic sourcing; bid optimization; dynamic pricing; commodity strategy and spot buying; category management; supplier discovery, management, tracking, and enforcement; catalog aggregation and syndication; supplier performance management; supplier information management; supplier enablement, onboarding, and portals; vendor-managed inventory support; invoice matching; vendor management; spend management; dynamic discounting; supplier financing; contract management; savings tracking; and procurement analytics.

IDC INNOVATORS INCLUSION CRITERIA

An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue under \$100 million at the time of selection.
- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

LEARN MORE

Related Research

- *IDC Innovators: Procurement Technology, 2022* (IDC #US49274222, June 2022)

Synopsis

IDC Innovators are emerging vendors with revenue <\$100 million that have demonstrated either a groundbreaking business model or an innovative new technology – or both. This IDC Innovators study

profiles five emerging sourcing vendors: Cirtuo, Everstream Analytics, LogicSource, ORO Labs, and Suppeco. These vendors leverage advanced analytics and cloud technology and are uniquely focused on a clean, transparent, and intuitive user experience to augment procurement and supply chain operations. IDC reviews innovative companies in the procurement and supply chain spaces that have developed impactful solutions that leverage leading-edge technologies to provide significant value for buyers seeking procurement and supply chain solutions.

"This is a great time to be a buyer of procurement and supply chain applications. New products are continually being introduced, and established providers are investing heavily in innovation. The themes that we see are ease of use, an enhanced user experience, automation, and AI-driven, decision-making tools. These vendors that we profile in this document are tremendous examples of what is possible with today's SaaS solutions." – Patrick Reymann, research director, Enterprise and Procurement Applications, IDC

"Digital innovation that addresses the risks inherent in global supply chains is quickly becoming the new must-have for organizations striving to bring objective and timely insights into the fold to transform their supply chain from a cost center into a competitive advantage. Recent experience has solidified the need to bring analytics intelligence to a global environment that is dynamic, increasingly disrupted, and directly impacts their ability to achieve organizational goals." – Travis Eide, research director, Worldwide Supply Chain: Transportation, Logistics, and Global Trade, IDC

About IDC

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Global Headquarters

140 Kendrick Street
Building B
Needham, MA 02494
USA
508.872.8200
Twitter: @IDC
blogs.idc.com
www.idc.com

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