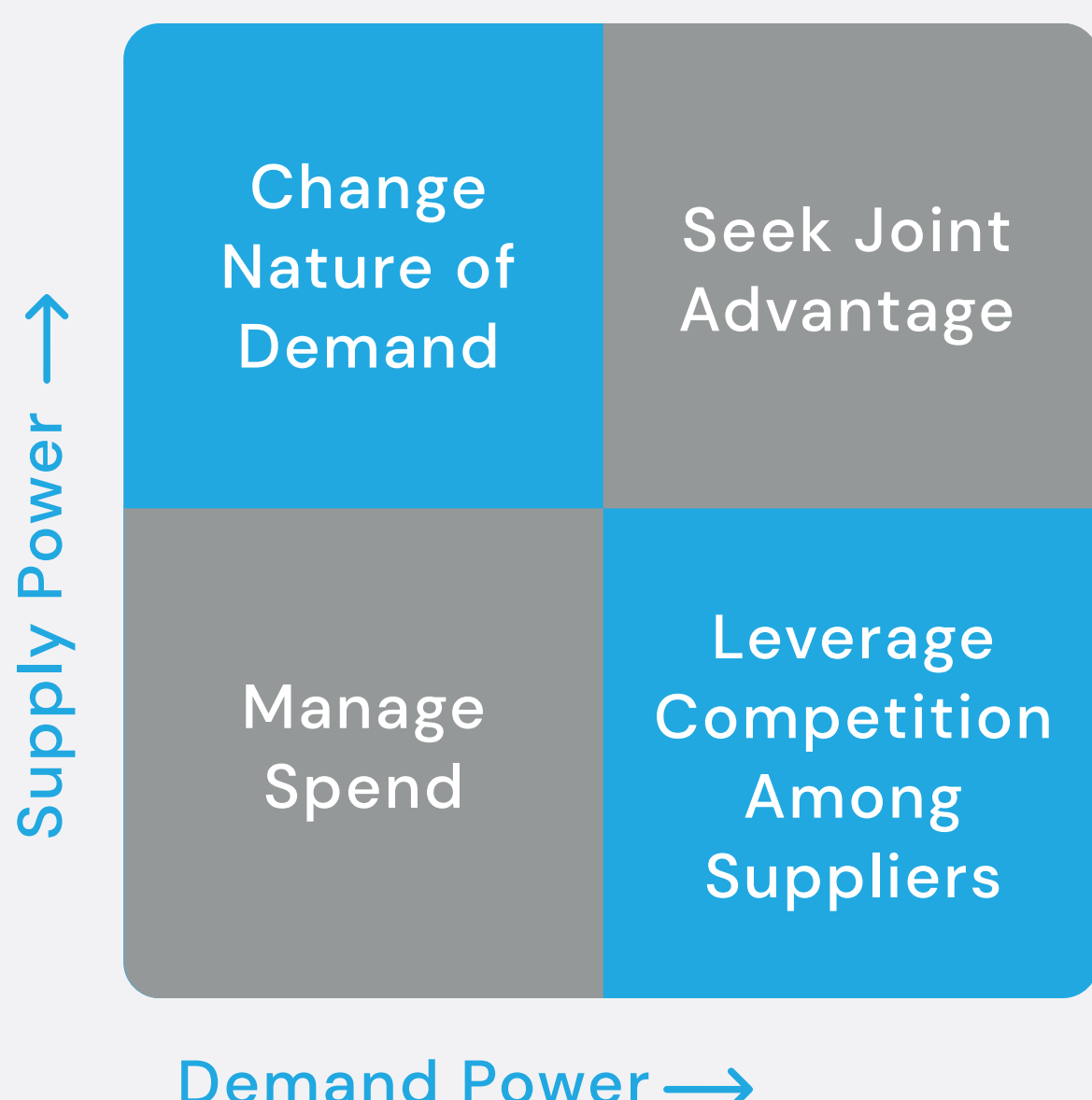


Procurement is a Game of Chess that Depends on your Strategic Moves. Play wisely!

In procurement, just like in the game of chess, strategy is everything. Effective strategic sourcing techniques are critical to improve buying power and achieve sustainable savings.

Kearney's Purchasing Chessboard considers factors that determine the supply-demand balance of power for each procurement category and identifies strategies applicable to each market situation. The 4 core strategies are:

4 Core Strategies

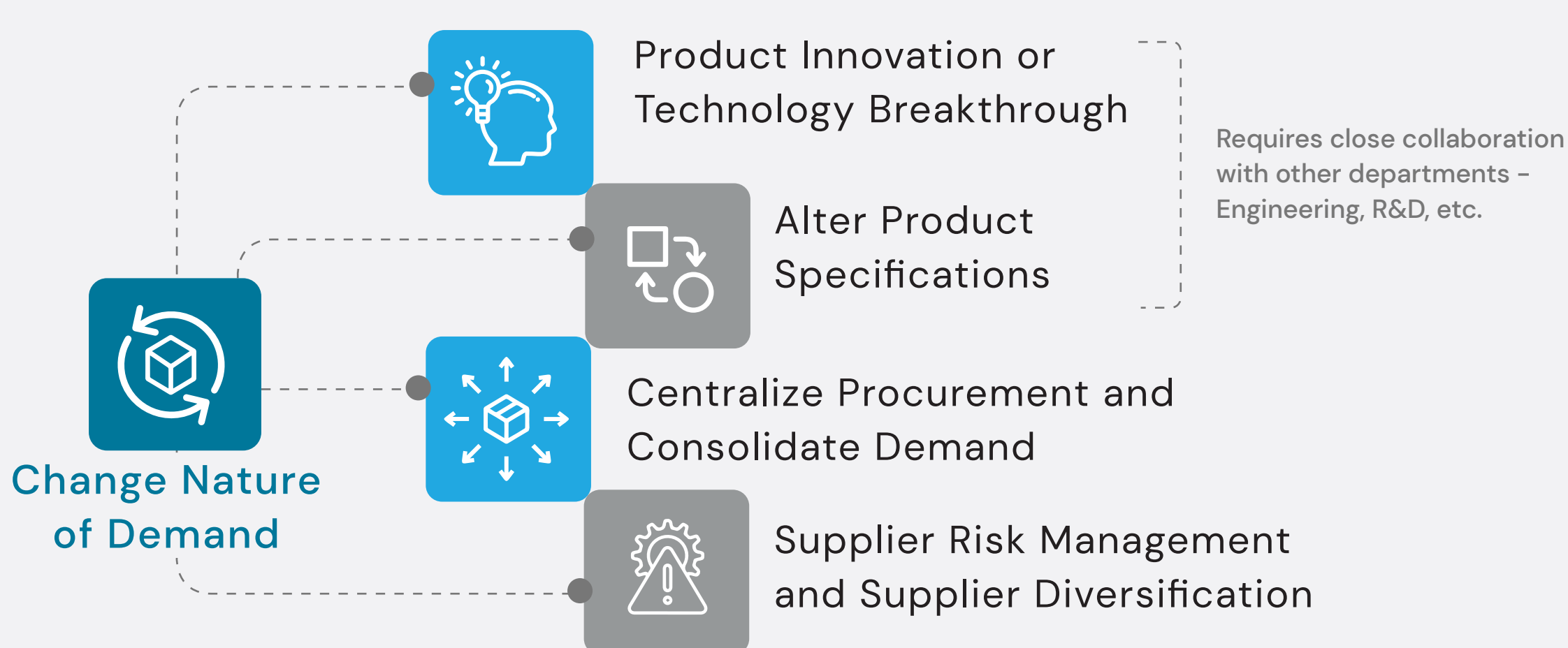


Make the Right Moves to Achieve your Strategy

01

Change Nature of Demand

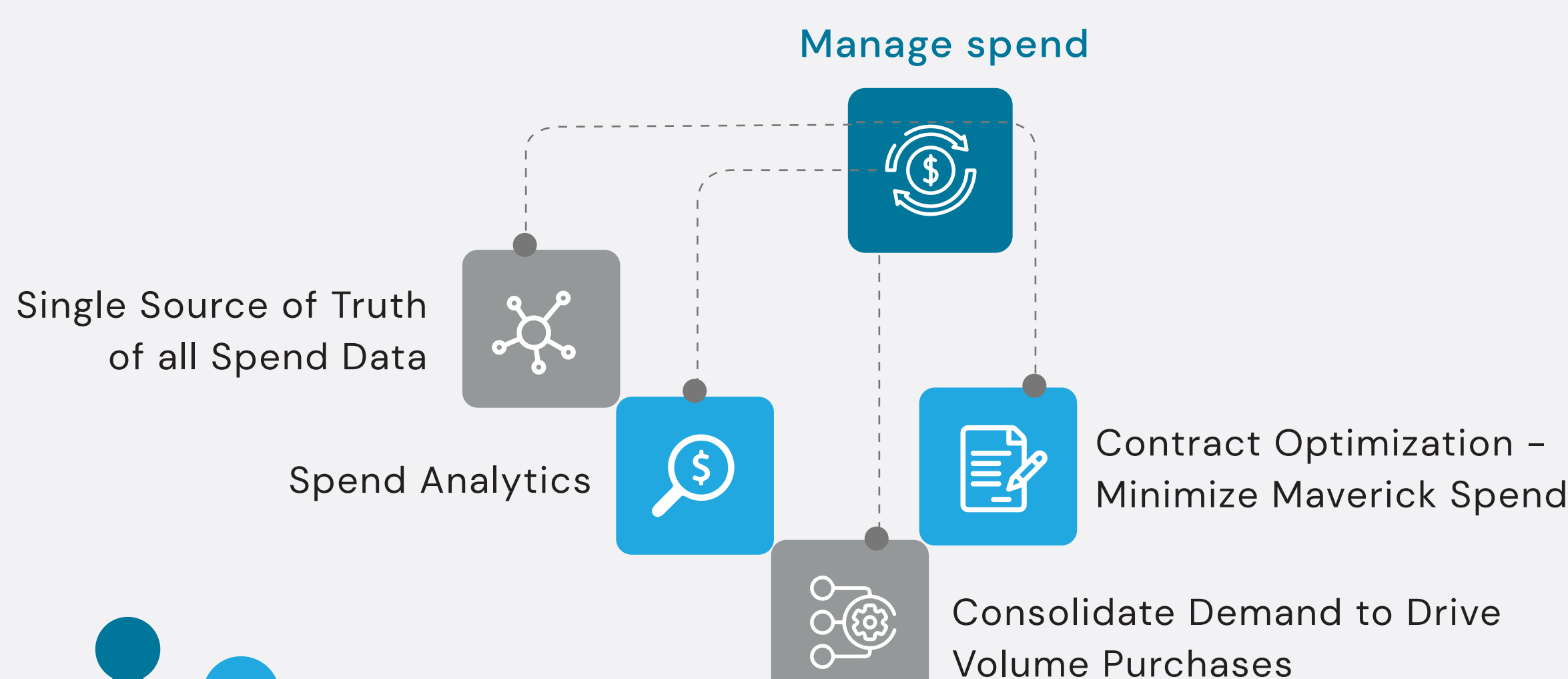
When the supplier is dominant, change the nature of demand.



Manage Spend

02

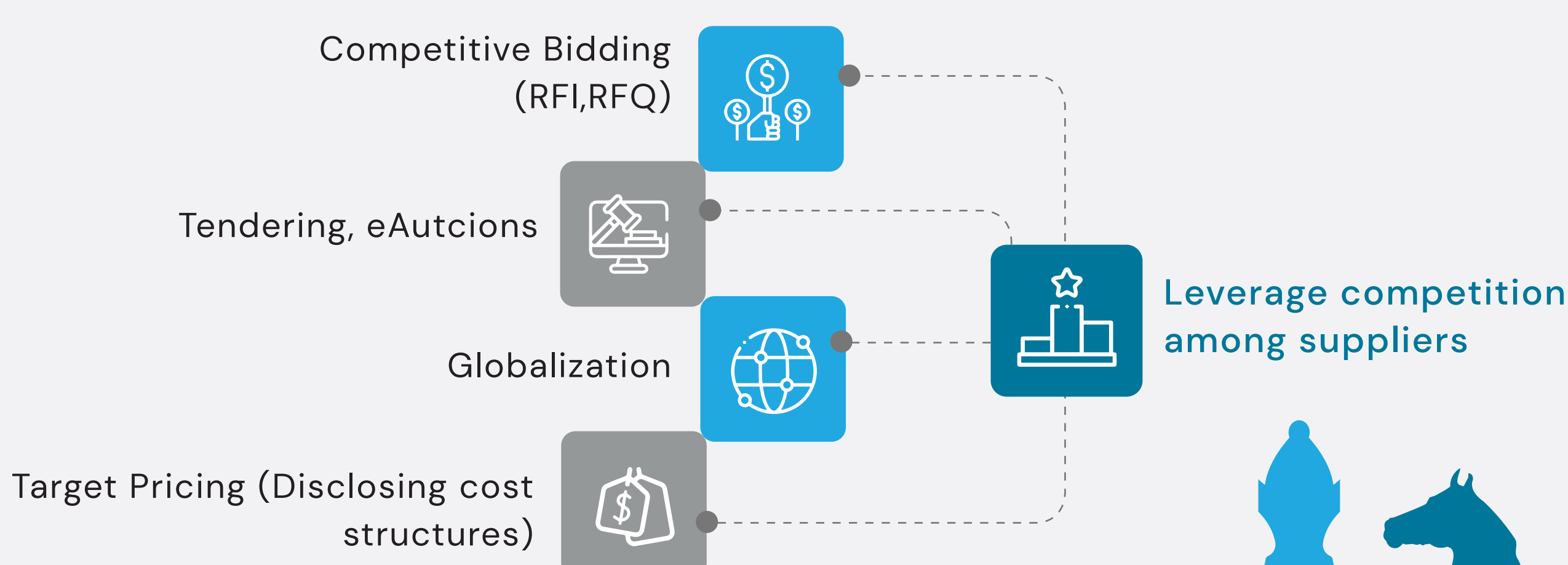
When there is low demand and low supply, manage your spend effectively.



03

Leverage Competition Among Suppliers

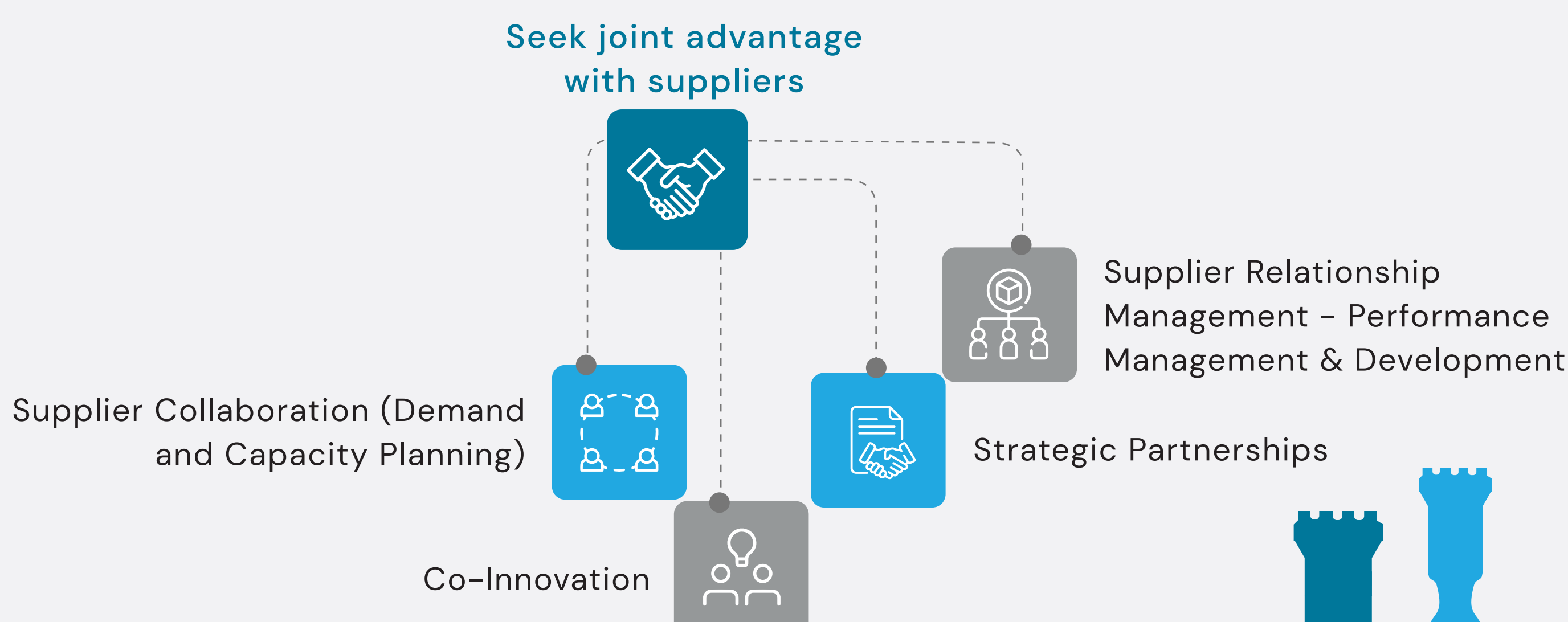
With strong demand power and low supply in the market, utilize supplier competition.



Seek Joint Advantage With Suppliers

04

Beneficial when both supply and demand power are high.



**Make your Smart Move Now!
Start your Strategic Procurement Journey Today!**

MeRLIN is an integrated Strategic Sourcing solution to manage all your procurement needs with Category Management, Supplier Relationship Management, eSourcing, Contract Management, eProcurement, Supply Management and Planning enhanced by Advanced Analytics. It helps to simplify your strategic procurement activities through extensive automation and enhanced collaboration by bringing together all stakeholders on a single, intuitive platform.

Reference: The Purchasing Chessboard by Kearney

www.merlinsourcing.com