

“Data Driven Procurement”

Keynote

16.06.2020, 09:20 – 09:35

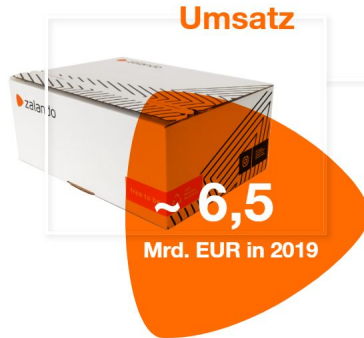
Alejandro Basterrechea
Zalando SE

Introduction



Alejandro Basterrechea

- Head of Procurement Operations (Indirect Procurement)
- Responsible for procurement digitalization, strategic tail spend management, data analytics and governance

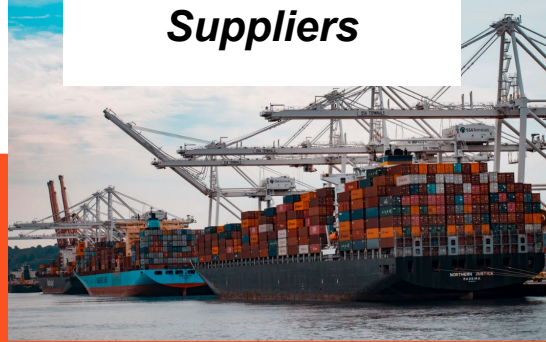


What does eCommerce & Hospitals have in common?

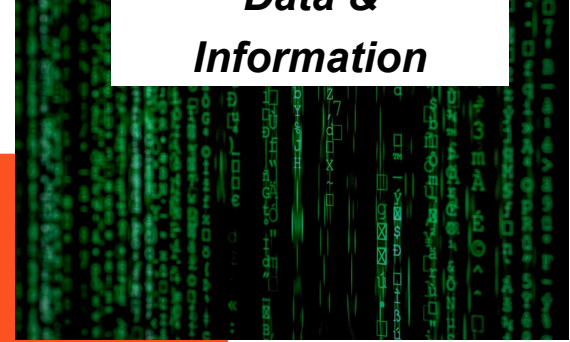
Customers



Suppliers



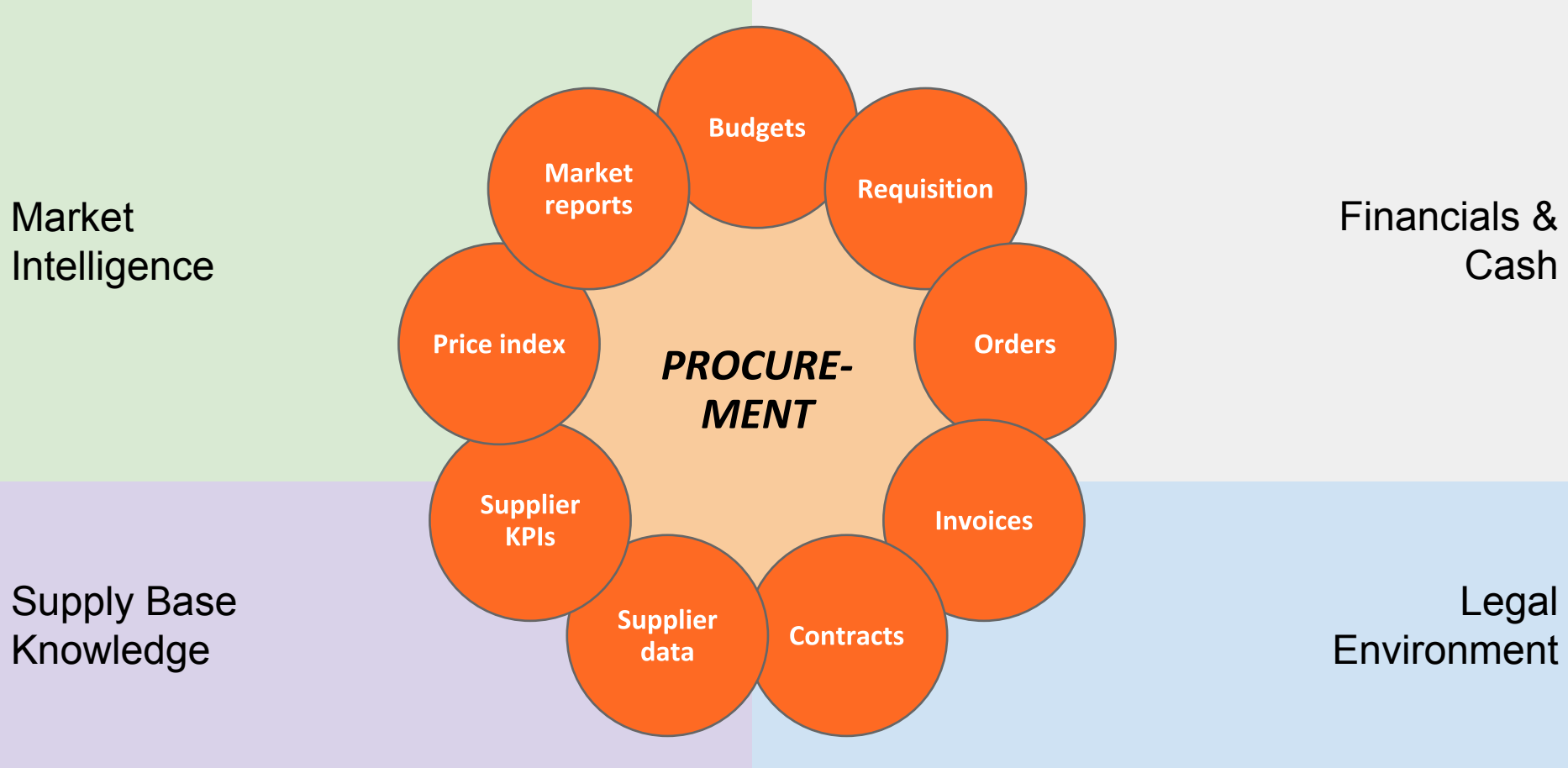
*Data &
Information*



PROCUREMENT!



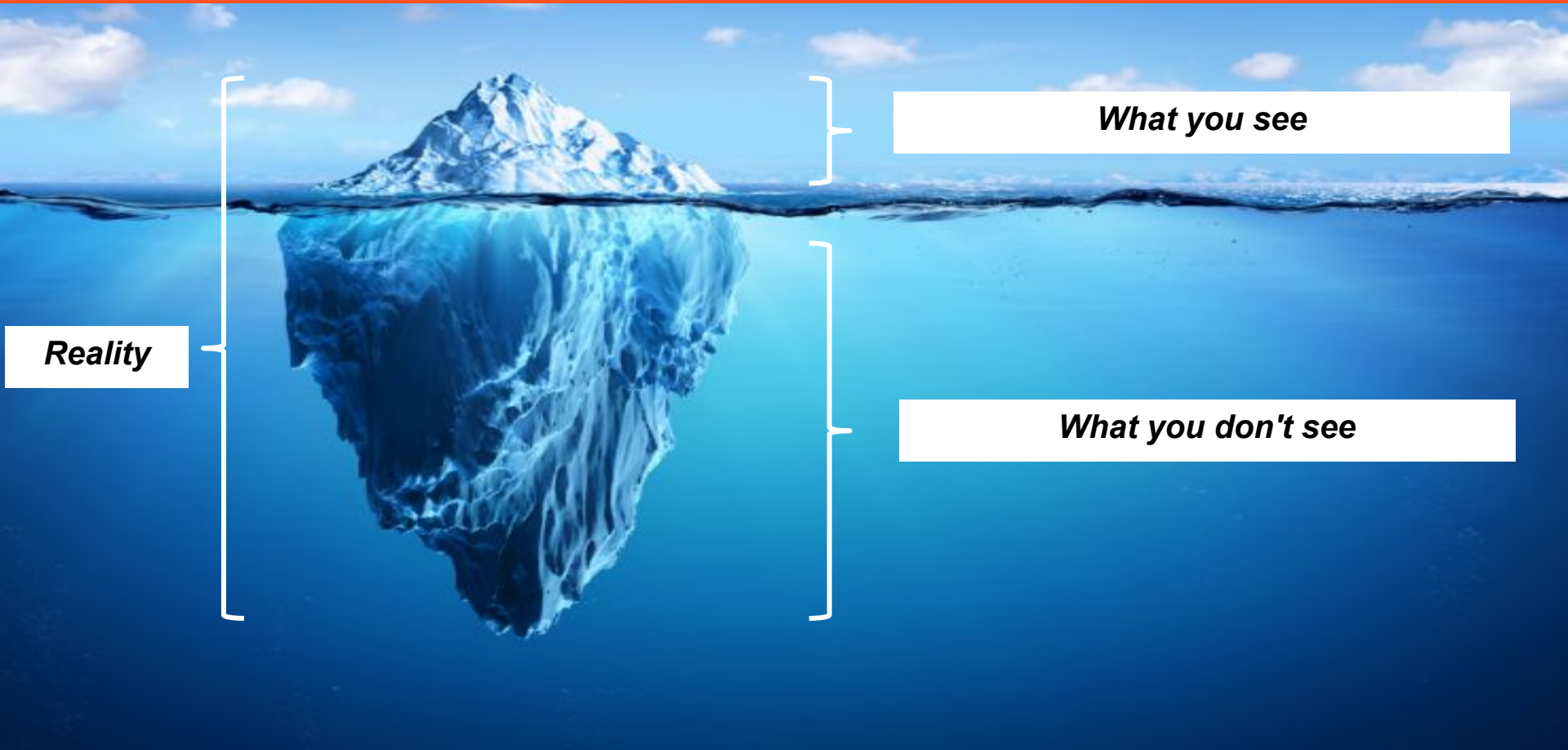
No matter how mature our organization is, we have access to...



...and we are already connecting all the dots!



So....why is Data so important?



What you see

Reality

What you don't see

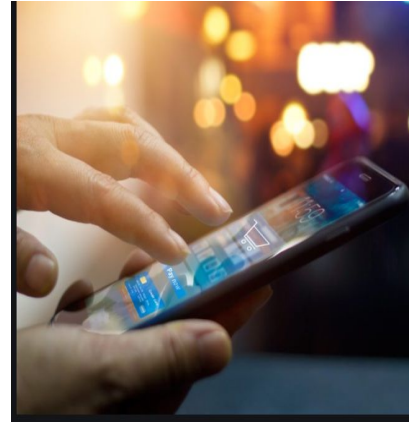
Digitalization is here and already impacting Procurement...



***Workforce of
the future***



Technology



***Workplace like
homeplace***

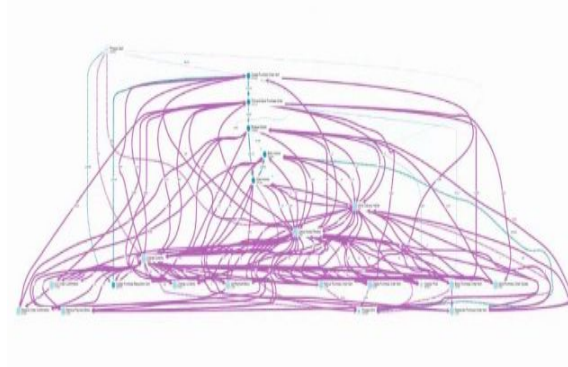


(Big) Data

And the future is NOW!



Advanced Analytics



Process Mining



Artificial Intelligence & Machine Learning

So, what do we need?



***The right vision,
mindset & culture***

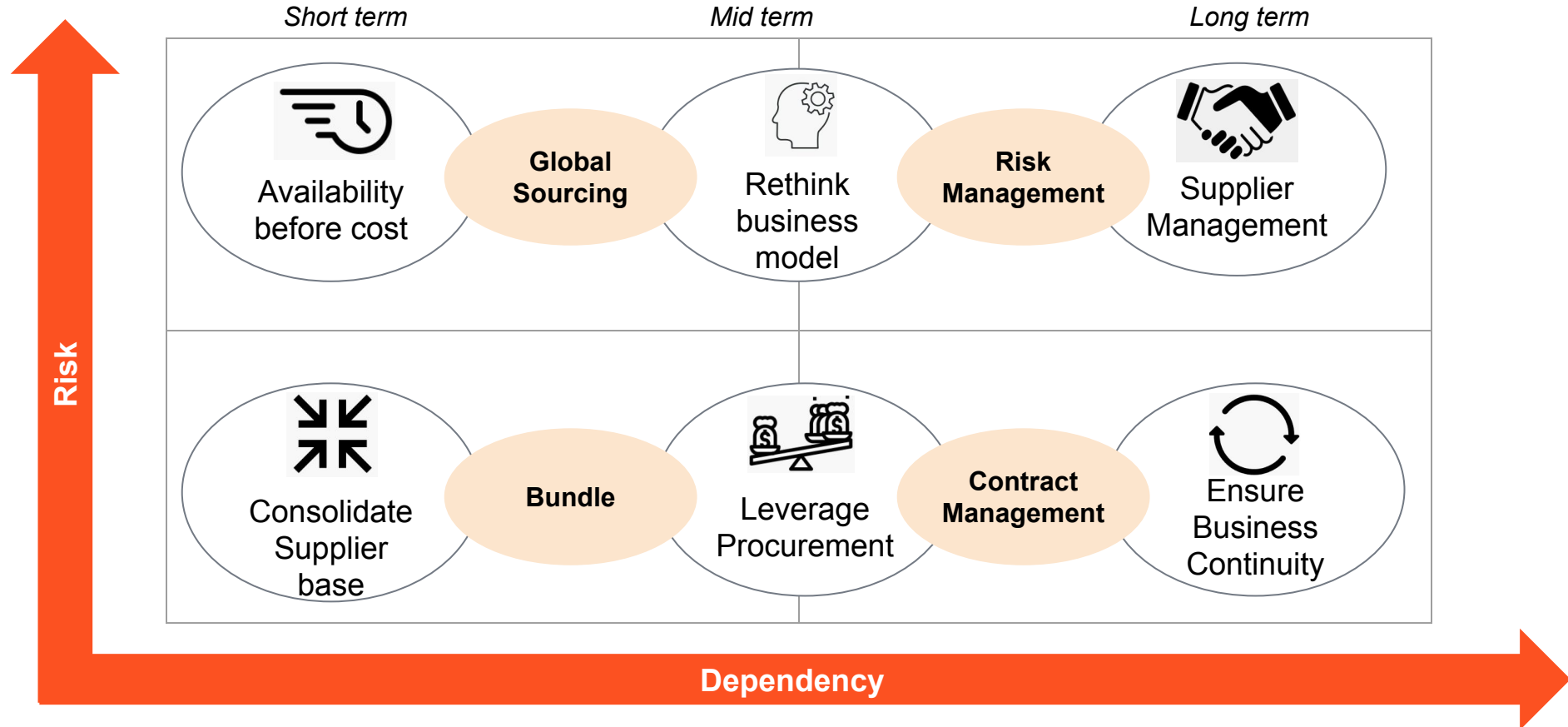


***The right
technology***



***The right
people***

Lessons Learned: Procurement during Covid19



5 Key Takeaways

1. Data is key - you can only control what you can see!
2. Crisis time is procurement time - use the crisis to get a seat at the table!
3. After the crisis is before the next crisis - get stronger out of the situation!
4. Every challenge is an opportunity - use the crisis to leverage procurement!
5. Remote work is disruptive - take the chance to digitized and eliminate unnecessary processes!



“Without data
you’re just
another person
with an opinion.”

- W. Edwards Deming,
Data Scientist

Q&A