



# Valley PROCUREMENT

PRESENTATION BY STEPHAN CHASSAING DE BOURDEILLE



# Valley REPORT

fellowship program three months onsite USA (Mountain View / San Francisco / Seattle / Las Vegas / Los Angeles / New York / Boston / Washington D.C.)



A photograph of the Golden Gate Bridge in San Francisco, California, taken at dusk. The bridge's iconic orange-red towers and suspension cables are illuminated, and the city lights are visible in the background under a twilight sky.

silicon valley

attitude

agile change

next big thing





# STARTUP - do it different outside the establishment

make  
something  
people want

It's all  
about  
people

*„holisticly: we are in the people business“*



## AGILE more than making software

---

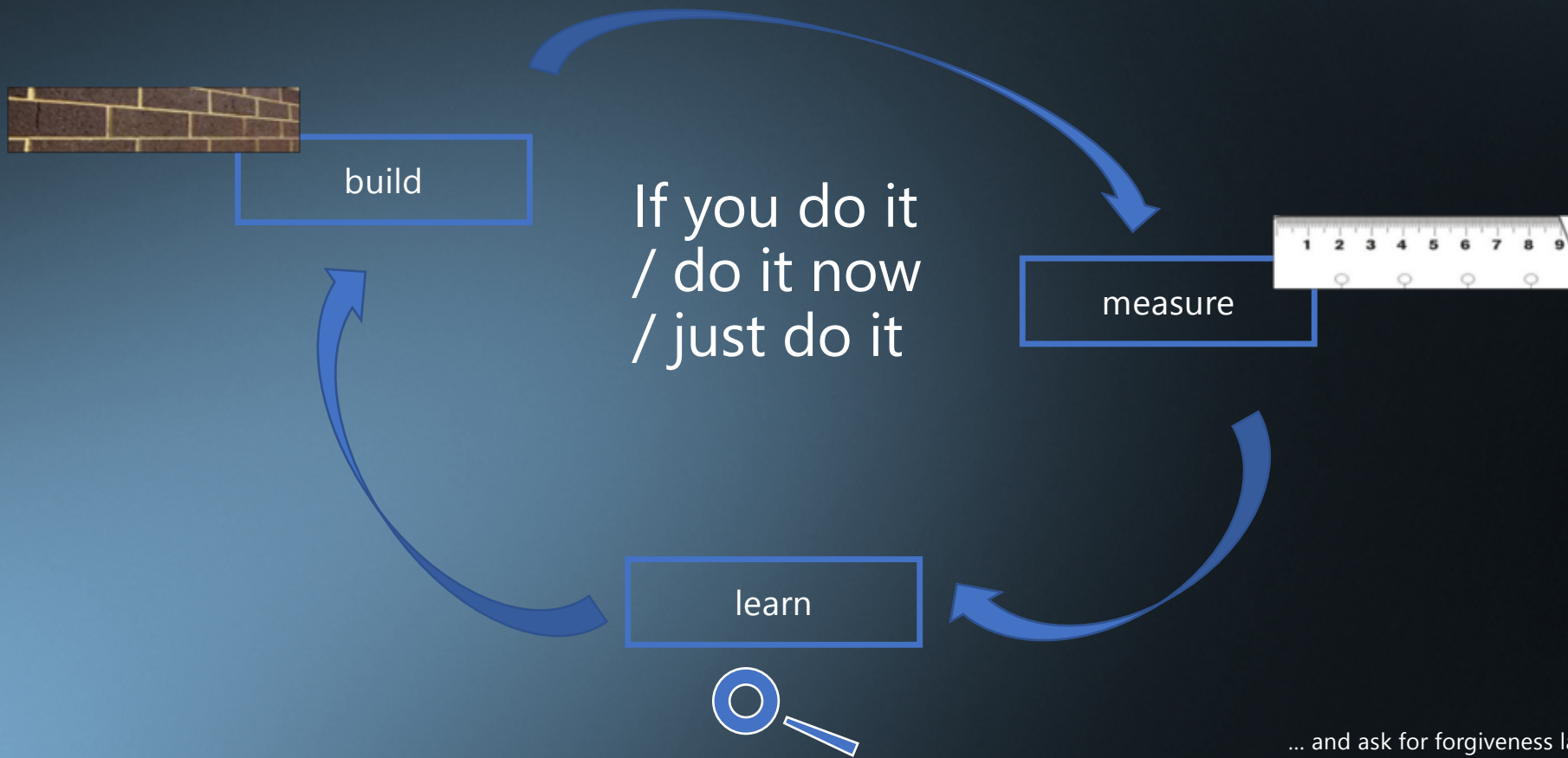


fit the procedure

continuously to the requirements

based on experience made

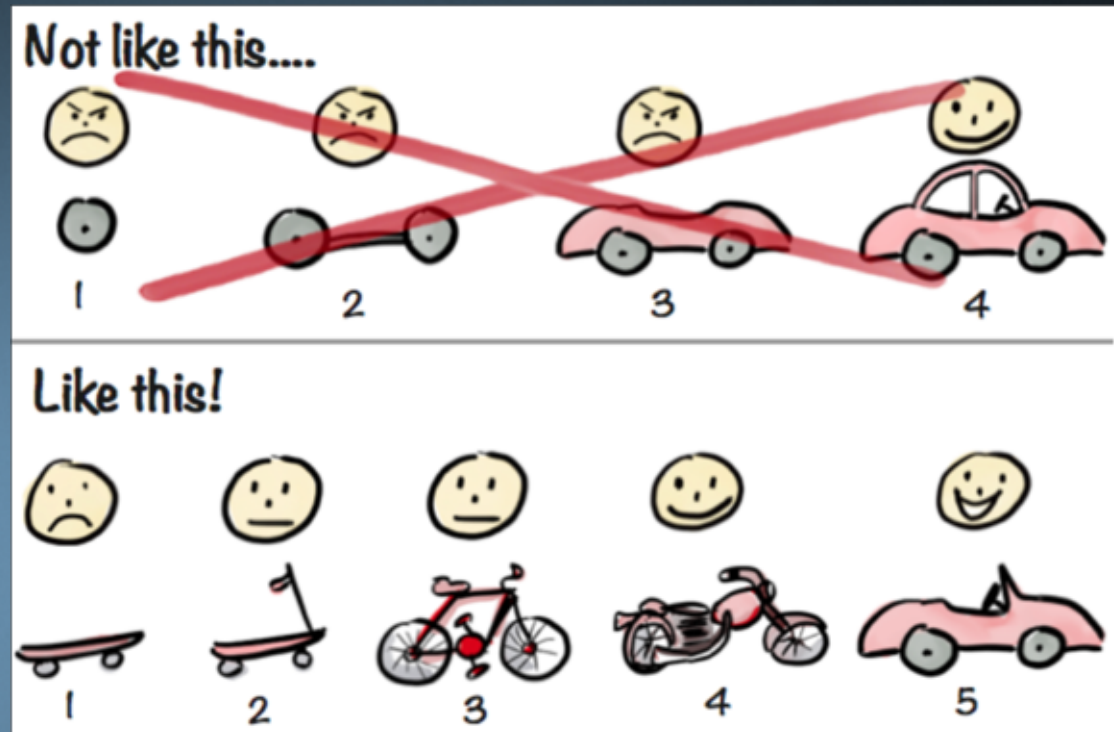
# AGILE cycle



... and ask for forgiveness later / if you fail

# FAST FORWARD results

"AGIL" strives for every intermediate result already represents a value for itself





# THE AGILE manifest

better

good

individuals and interaction

more than processes and tools

proper working software

more than extensive documentation

collaboration with customer

more than contract negotiation

respond to changes

more than following a plan

>>> transform your purchase department / daily scrum / time boxing !!!

# THE NEXT BIG THING silicon valley



blockchain – first in logistics, procurement/finance, programmatic (headerbidding)



AI is everywhere - Data Analysis, Chatbots, Robotics, ... (based on Big Data)



“compute” - Cloud is now state of the art / Compute layered – is the new power



B2B is transforming to B2C and micro businesses



next “UI” is voice



IoT via G5

ZZB - Zero Based Budgeting

...



world class  
PRCRMNT

there is no single  
definition

or a

silver bullet



You are WORLD CLASS ...





LESSON 1

... if you could manage  
to get that shit done  
and to stay out of my way !!!


# PRCRMNT maturity related benefits


## strategic joint value

enterprise STARTUPS "big" FTE  Highly integrated procurement // relevant for success


established STARTUPS up to 10.000 FTE  Professional procurement processes // categories

## proactive

mature STARTUPS up to 5.000 FTE  Fast learning procurement organizations // B2C is better than B2B

more focused STARTUPS up to 1.000 FTE  First creation of responsibilities // birth by pain and all contract oriented

## reactive

fast growing STARTUPS up to 400 FTE  Getting in trouble and painful learnings expenditure side // all done by "somebody"

very young STARTUPS up to 100 FTE  No specific procurement structures or organizations // all done by CFO or individuals



# WORLD CLASS action guidance

FIRST  
(basics // reactive)



"trouble oriented"

>>> get the shit done and go out of my way



## people & organization

- decentralized responsibilities
- limited and general skills
- poor category know how (operational)

## process & technology

- order management
- large contract first, low hanging
- > 30% major spend visibility
- adhoc processes
- no procurement tool strategy
- outsourcing focused
- only basic compliance

## change & nudge

- leadership not involved
- poor education
- low awareness

BETTER  
(relevance // proactive)



"transaction oriented"

>>> cost and savings and then more



- Storytelling and SaaS – saving as a service (VaaS)
- emotional procurement handling
- center-led procurement organization

- widely automated workflows (partly P2P)
- value ad prioresses systematic processes
- > 50% spend visibility enterprise level
- supported requirement-check process
- standard contracts (speed boat / fully)
- actively managed categories

- extensive trainings
- proactive communication (Storytelling)

TOP  
(awesome // strategic value add)



"orchestration oriented"

>>> create values as a business partner



- best-in-class category market experts (C-Level)
- strong alignment with business leaders
- cross functional collaboration

- orchestrate supplier landscapes
- full e-procurement suite integration
- > 80% global spend visibility, longtail coverage
- predictive procurement (AI)
- blockchain, smart contracts, negotiation bots,
- excellence in compliance

- permanent agile optimization and trend setting



# EARLY INVOLVEMENT be relevant

Be a service facilitator

SAP-order number  
traceability for audits  
and transparency  
call center



Be a senior c-level

Be a market expert

Be a brand

Be a partner manager

negotiation strategy  
ensure results  
target definition and bundling

Be a deal maker

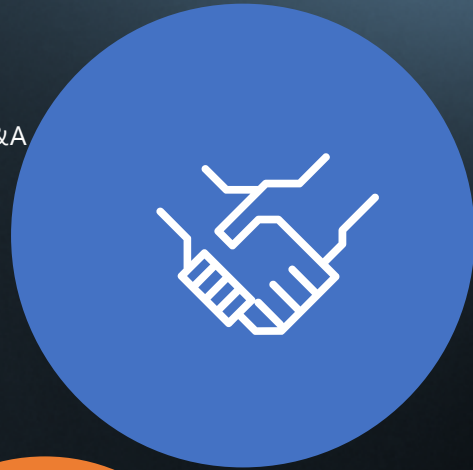
Be an option maker

# be a brand trust building

Be more relevant and personally involved

4

- Exchange with other procurement organization and share
- Involve yourself in M&A
- Compare within your industry
- Award your best suppliers
- Sign together contracts
- Connect your business to most valuable players
- Profile your partners interests and dates
- Provide dashboards
- Visit together fares
- Elect for Story of the Month
- Discover for your business the relevant social web infos
- Celebrate your best customers
- Show mindfulness and spirit
- Form a supplier day
- Find benchmarks



3

- Offer trainings for others
- Meet on regular base
- Invite for Category-Strategy-Meetings
- Use testimonials and promoters
- Visit together your suppliers
- Be proactive in consulting
- Weekly experience collection
- Establish a seal
- Surprise by over delivering
- Nudge to the best
- Work on your feedback 24h
- Deliver supplier info pages



2

- Style your docs
- Train your language
- Find emotional things and connect this to people
- Be enthusiastic on what you do
- Prevent for mistakes
- Start a blog
- Trink coffee with somebody
- Send newsletters



1

- Define target groups
- Know your figures all the same



communication & personal engagement  
relevance & target oriented  
design & function  
connected communities & people  
KnowHow and KnowFigures and KnowWhen

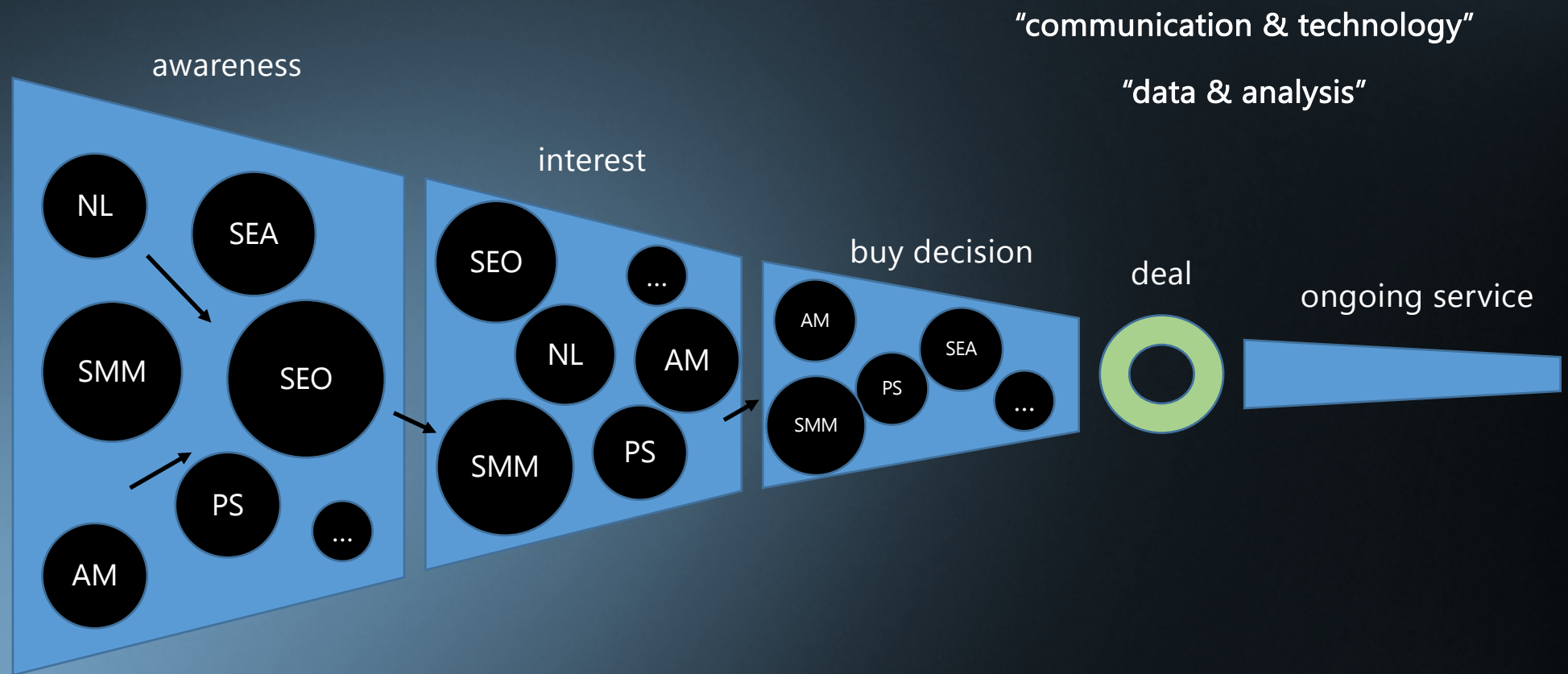
create the trust

grow the trust

keep the trust

# EARLY INVOLVEMENT along the funnel

the long way into the shopping cart – the consumer perspective



social media marketing / newsletter / search engine advertisement / search engine optimization / price search / affiliate marketing



# CUSTOMER JOURNEY FUNNEL B2C oriented



data analytics  
•  
predictive procurement  
•  
artificial intelligence

VALUE AD

alternative options  
•  
market overview  
•  
recommendation management  
•  
strategic partnership

VALUE AD

process optimization  
•  
cost avoidance  
•  
service reduction  
•  
best fit  
•  
non buying


VALUE AD

list pricing  
•  
offer pricing & last call  
•  
benchmark or before  
after  
•  
longtail  
•  
deep legal details

VALUE AD

basic legal check  
•  
terms & conditions  
•  
order management  
•  
invoicing services  
•  
blockchain

VALUE AD

A glowing white unicorn sculpture is displayed in a museum case. The unicorn is illuminated from within, creating a bright, ethereal glow. The background of the case is dark, and the surrounding environment is dimly lit, with some lights visible in the distance. The unicorn is standing on a dark base, and its reflection is visible on the floor of the case.







# leadership & guidance

innovation

change

technology

# DIGITAL LEADERSHIP innovation thought-leaders

	insist on deep transparency
	focus on people and customer
	listen and be ruthless curious
	get a young mentor
	balance the short and long term (KPI balance)
	be inspiring and yourself

“Knotenpunkte” & distributed leadership



organize three major fields  
Categorymanagement – Keyaccountmanagement – Servicemanagement

the strongest mandate  
comes from the business!

Silicon Valley is not a region,  
it's an attitude!!!

procurement has to be managed  
as a LEAD-Agency!

Leadership

Innovation

*if you want to go fast, go alone,  
if you want to go far, go together!  
(african proverb)*

*cross functional opportunities  
with the most valuable outcome!*

innovate at The Edge  
and bridge it to The Core!  
(ushahidi)

No  
Silver-Bullet  
believing

Technology

Change

learning from B2C-Marketing  
for a new B2B communication!

data driven  
storytelling is key!  
...

predictive procurement  
instead of transactional operative purchasing!

strategic tools (storefront / crm / dashboarding >>> AI)  
operational Tools (P2P, ERP, >>> blockchain, AI.)

create shared and non broken experiences  
(community FIRST)!

start the transformation  
from the customer perspective!!!

diversification and micro businesses  
strictly focused on individual markets!

# START PROCUREMENT deliveries in startups

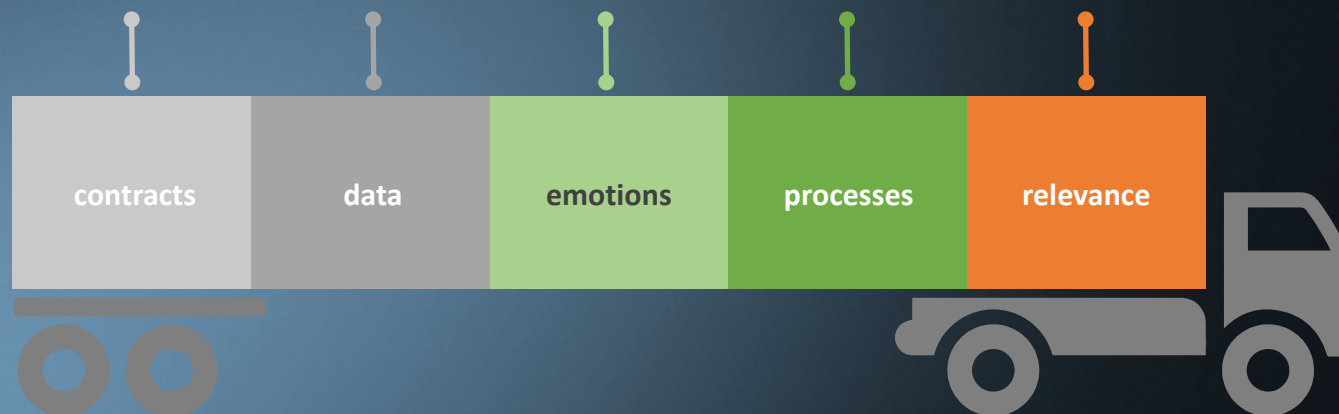
start with the contracts – get an overview – organize all expenditure relevant contracts – introduce quick wins

find all data – organize new overviews – have alternative facts – create stories – structure the supplier side – investigative procurement

reduce trouble – get things done – start emotional topics – define target groups – build relations

introduce smart and easy processes – less transaction oriented more individual oriented

be relevant as a part of the strategy – early involvement is key – c-level consulting – recommendation management







# networking

community & sharing

deliveries & influence

relevance & blog



# why at all should we have a PROCUREMENT DEPARTMENT

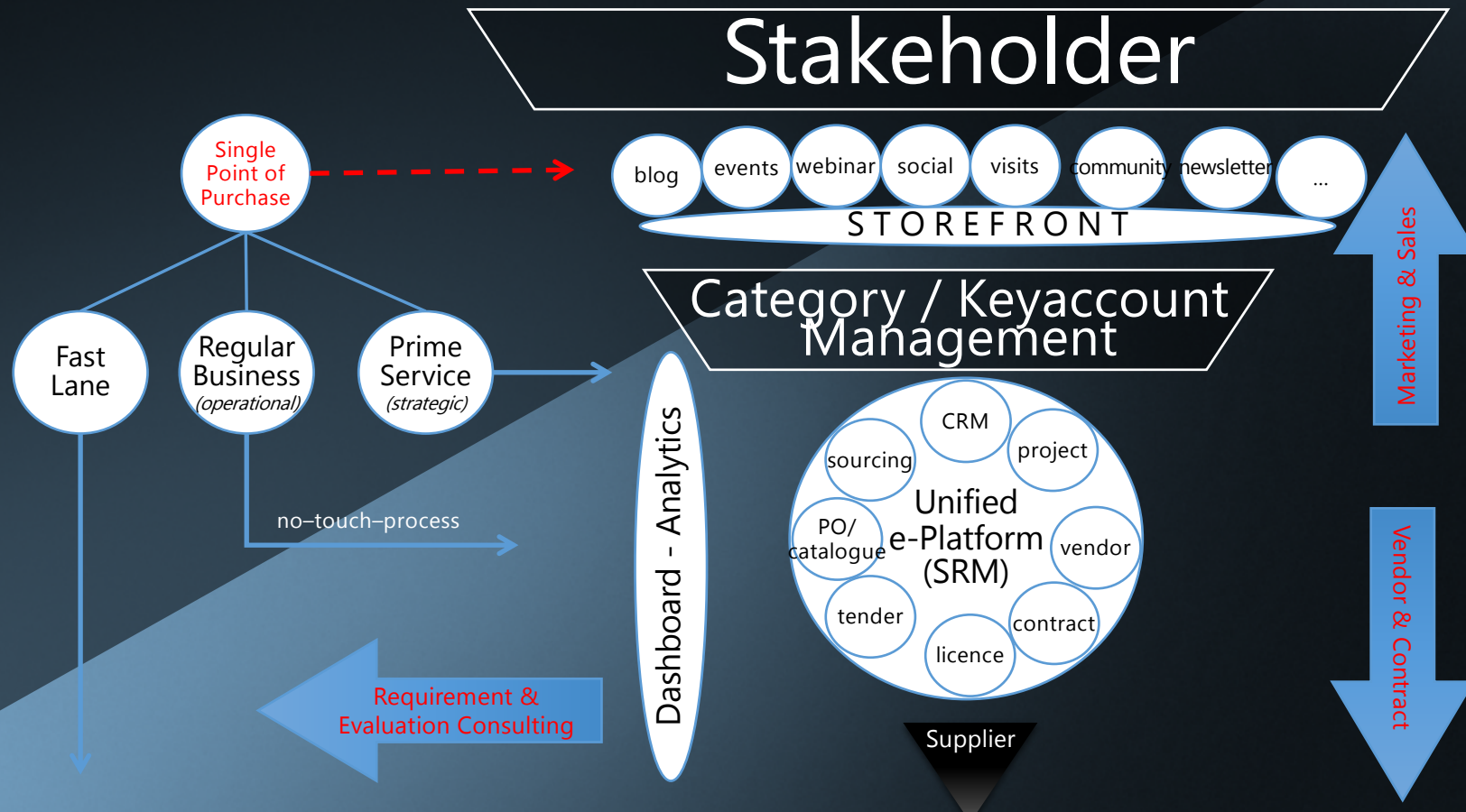
## APPROACH – value as a service

- contract owner: We are responsible for having and manage all contracts & licences.
- expenditure controller: We have a detailed overview of all expenditures.
- decision preparer: We are not the decision maker, but we prepare the decisions.
- consulting partner: We accompany and consult you finding the best fit supplier.
- recommendation manager: We recommend solution partner, engagement strategies.
- process facilitator: We provide you the most effective and efficient buying process for buying.
- market expert: We have an excellent overview of all relevant industries.
- deal maker: We protect the business for being an amateur in negotiate major contracts and conditions.
- trouble shooter: We discuss the unpopular details in the bilateral relations.
- passionate storyteller: We spread the word and the deals into the company
- paper maker: We do the ugly part of all documentation and get the paperwork done.
- expert coordinator: We involve all necessary experts and the board for the best result.
- saving creator: We bring ideas for saving options.
- predictive trending: We focus the trends and action necessities.
- ...

#weknowthemarketplayer

#wehavethebestprices

# STARTUP STRATEGY disruptive change



## SUPPLIER SIDE orchestrate the landscape

offer options –  
and prepare decisions!

find the best fit supplier –  
not the cheapest!

help organize –  
and keep the trouble away!





# PROCURIFY

best in class

2028

take aways

# NEXT BIG THING for procurement



Driving customer engagement – storytelling for micro businesses



The pivot for a strategic category manager is - communication



Communicate for alignment and start investigative procurement



The pivot for an operative service team is - technology



Education for technology and use tools everybody use



AI and Blockchain for negotiation bots and smart contracts



# KEY take aways



in which holistic business we are really in?  
not ordering



PEOPLE BUSINESS



ASK WHY



be ruthless curious and find the core – don't stop asking.



VALUE AS A SERVICE



organize your contacts as a call center – be more professional.

create emotions and tell the best stories – with data and heart.



SALES



TARGET



know your target group and provide excellent shaped information.



# VISION 2028



## **there is no B2B – all is B2C**

change for an whole industry – procurement will not survive if it will not dramatically change the attitude



## **community and communication oriented**

digital procurement will establish across decentralized structures – data driven Storytelling gives you the best reputation – investigative



## **technology is key**

digitize your entire backend – voice is the most used UI for all order management issues

## ... und jetzt? – einfach mal machen!

- 1 Netter Kerl und er hat ja irgendwie recht.  
Aber: Er ist völlig abgehoben und in anderen Sphären unterwegs – ich hab ganz andere Probleme.
- 2 Schön wenn ich das will,  
Aber: Mein Vorstand sieht das alles ganz anders
- 3 Hab ich alles verstanden,  
Aber: Meine Leute ziehen da einfach nicht mit
- 4 Ich würde auch gerne ein U-Boot Projekt starten.  
Aber: ich weiß nicht wie und mit wem
- 5 Digitalisierung ist wichtig!  
Aber: ich weiß gar nicht wo ich anfangen soll.

Don't be disconnected!!!





A misty forest with tall, thin trees and a dirt path leading into the distance. The scene is atmospheric and somewhat somber, with a blueish-grey color palette. The trees are tall and thin, creating a sense of depth and perspective. A dirt path winds through the forest, leading the eye towards the background. The mist is soft and diffused, adding to the overall mood of the image.

Wo fange ich denn jetzt an?

start up your own way and  
make beautiful things happen



# START

5 konkrete Ansatzpunkte für Ihren NEXT BIG step

WHY not NOW !!!

1

2

3

4

5

6

7

8

9

10



Projekt Excellence  
Digitale Transformation  
Interim Management



any  
questions?

+49 160 90410644  
XING & LinkedIn



A person wearing a dark jacket is holding a sign on a tripod stand. The sign is rectangular with a dark background and a light border. The text on the sign is in a bold, sans-serif font. The word 'CLOSED' is significantly larger than the other text. The background shows a bar or restaurant interior with a wooden table, a glass, and some decorations.

**SORRY WE'RE  
CLOSED  
BUT STILL AWESOME**