

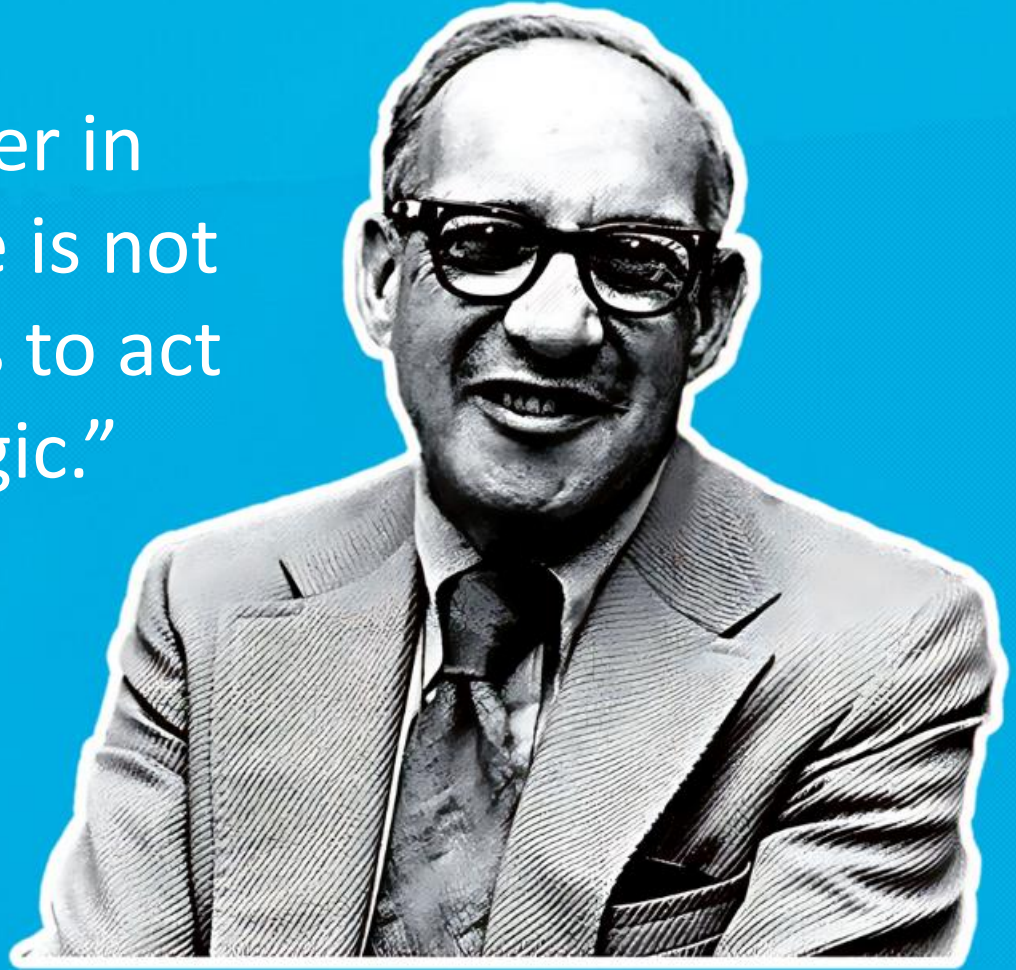


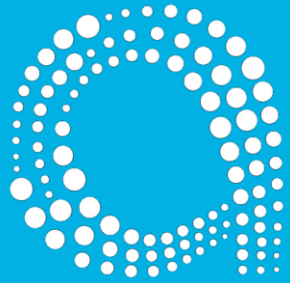
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More than just another category management software

“The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday's logic.”

Peter F. Drucker
(1909 – 2005)





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We challenge
the 40-year-old
de-facto standard
in category
management

1983

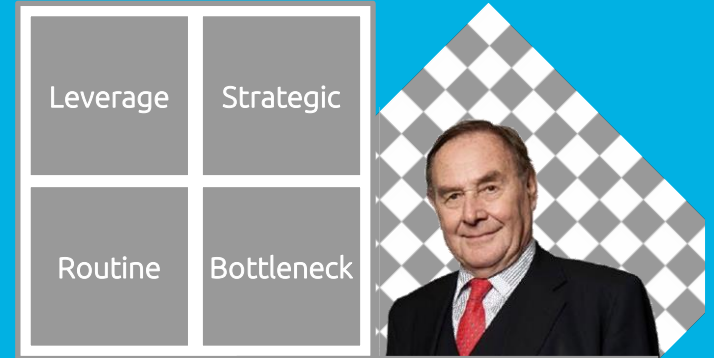


Telco



Music

(de-facto standard)



Peter Kraljic demand / supply power matrix

Category
Management

2024

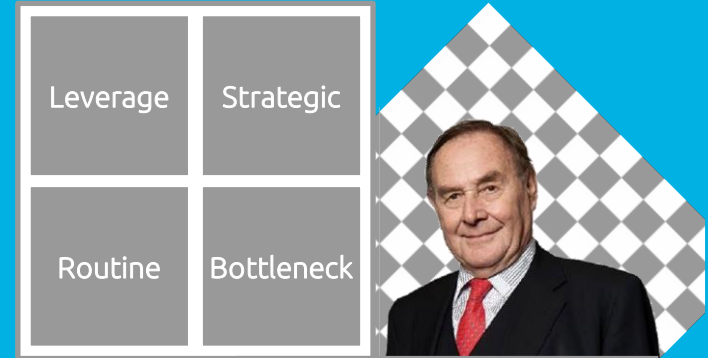


Telco

Music

stuck

(de-facto standard)



Peter Kraljic demand / supply power matrix

Category Management

Powerplay

demand / supply power matrix

Leverage	Strategic
Routine	Bottleneck

Savings





Business stakeholder

***“Procurement
fails to deliver the
value we expect.”***

2024

1983

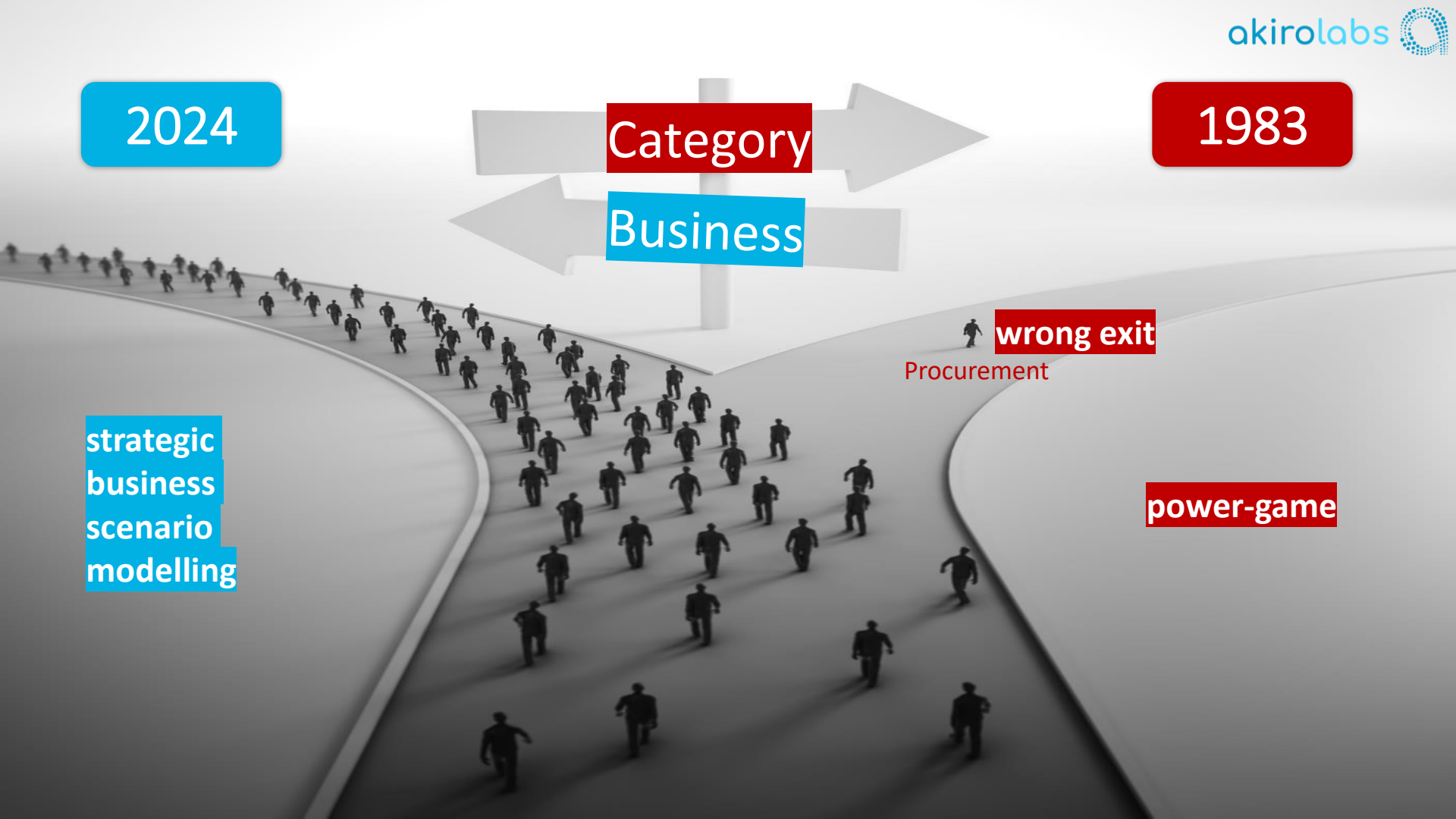
Category 

Business 

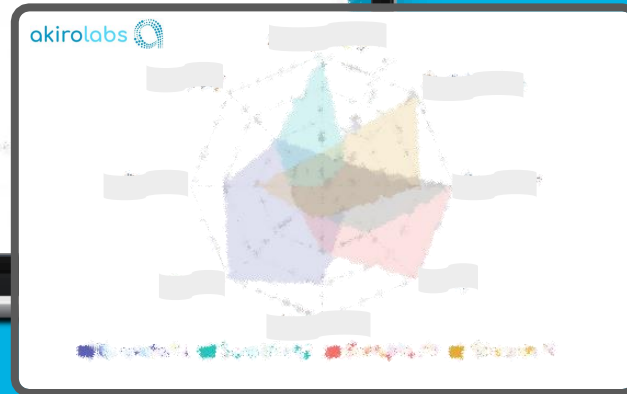
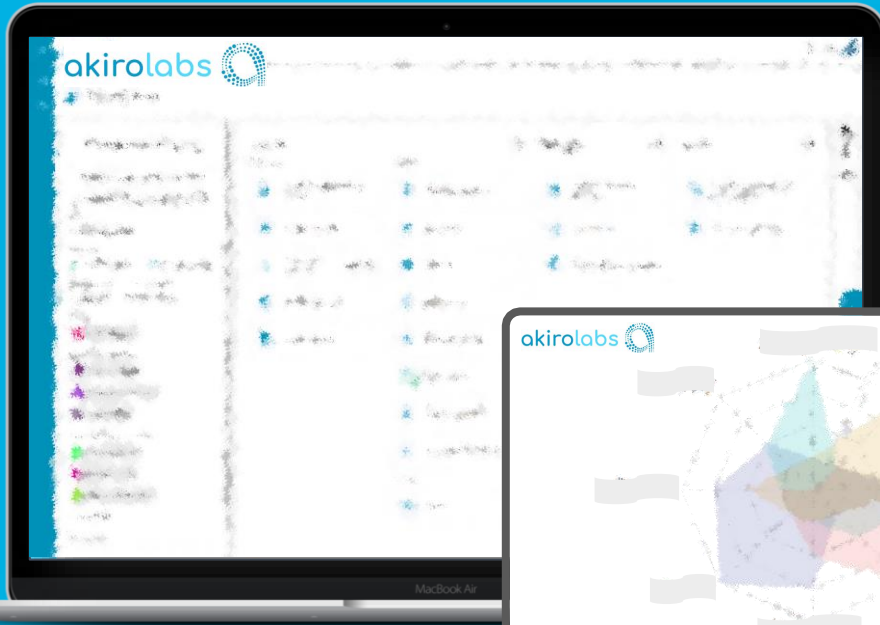
strategic
business
scenario
modelling

wrong exit
Procurement

power-game



AI augmented strategic scenario modelling

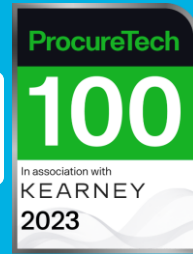
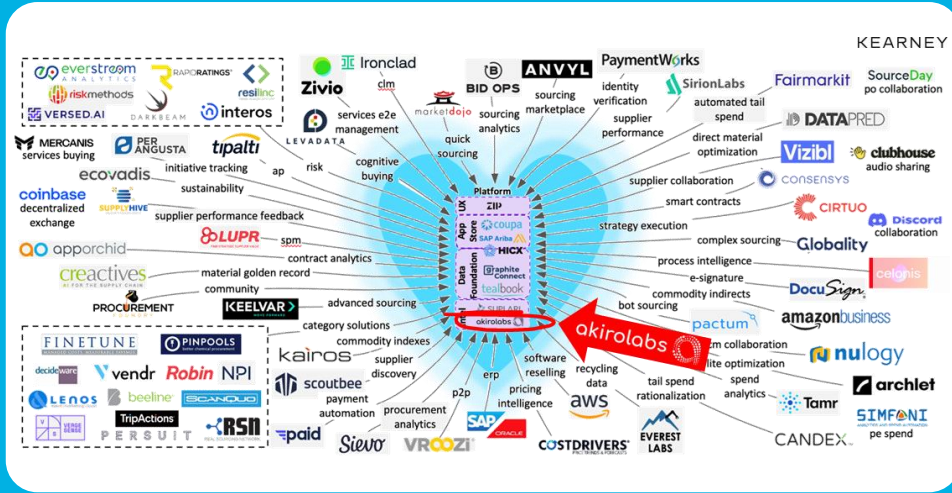


Dr. Elouise Epstein

KEARNEY Partner & best-selling author on Digital Procurement

...akirolabs is on a trajectory to eliminate much of the category management function as we know it today.”

March 2022 – straight into the heart of #ProcureTech



Dr. Elouise Epstein
KEARNEY Partner & best-selling author on Digital Procurement

“...what you have created is significant... there is no doubt in my mind that this is a breakthrough innovation...”





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Hamburg – June 2024

Startup booth S08