



The Trusted Platform for
Business Spend Management

KANTAR Procurement on Brand at Kantar

A STRONGER FOCUS ON D&I DATA WITH COUPA

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STEPHEN DAY
Chief Procurement Officer, Kantar

50%

of the company's
spend going through
the Coupa platform

A FRESH START FOR PROCUREMENT

As 2019 drew to a close, multinational communications, advertising, public relations, and technology giant WPP sold off a 60% controlling stake in its data analytics and brand consulting company Kantar.

Since that time, Kantar's 26,000 employees in 100 countries have created an independent business that is focused on three areas. The first area of business is focused on marketing execution and measuring tangible results related to companies' marketing investments. The second provides sentiment and insight into what consumers think about certain brands and services in the fast-moving consumer goods space. And finally, Kantar measures TV audiences and how they're responding to the content they consume.

"Our customers need accurate and timely insights into how consumers are responding to their products and services. They need to know how we capture that data and that it is both secure and reliable," says Stephen Day, Chief Procurement Officer at Kantar, adding "Our customers are also increasingly asking for reassurances regarding diversity and inclusion (D&I) at Kantar and within our supply chains."

These customer demands would help Stephen, who joined the firm in April 2020 a week after the UK government announced that the country would go into a lockdown, to shape Kantar's procurement strategy.





Supplier onboarding now takes just 12 days compared with the previous 60 days.

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BUILDING IN SUSTAINABLE COST REDUCTION

If joining the firm under lockdown was not enough of a challenge, Stephen would need to build a procurement organization from scratch following Kantar's acquisition by Bain Capital Private Equity. In many ways though, building from a fresh slate enabled Stephen and Kantar to bake in good practice from the start.

The first step in this good practice journey was the selection of Coupa as the organization's new procurement platform. This would enable the use of reliable data to guide Kantar's sourcing strategies and procurement moving forward.

Stephen decided to put D&I at the heart of everything from a procurement perspective. "As a first move, we have tried to build a diverse, inclusive procurement organization. Second, we're using data that we collected using Coupa to be quite specific in terms

of how we source and measure the diversity in our supply chain. And third, something we're very proud of, is the community outreach initiative we launched during the summer of 2022 which we plan to extend year-on-year," states Stephen.

Kantar's final area of focus from a procurement perspective was to deliver cost savings from the bottom-line. "Rather than make cost reduction the primary objective, as it often is in procurement, I thought that if we addressed those other strategic issues first, we would be better positioned to deliver sustainable cost reduction over the long term," he adds.

30%

Kantar spend directed into the preferred supply channel

IMPRESSIVE RETURNS FROM THE GET-GO

Over the course of two years, Kantar has rolled out Coupa Source to Contracts, Supplier Information Module and Source to Pay in North America and the UK. And with 50% of the company's spend going through the Coupa platform, Kantar has received the green light to deploy across its European business by the end of June 2023. Stephen forecasts that 70% of the firm's global spend will be going through a single platform with all the associated benefits of the Contracting module, the Risk Management module, and the Procure to Pay module.

"Those transformations are very exciting. They will enable things like driving and guided buying into catalogs and buying channels, and being able to measure the risk in our supply chain in a way that historically was not possible," he shares.

In the back-end Kantar is driving automation in accounts payable where it has gone from being a heavily manual process using paper invoices, to a position now where 70% of the invoices are electronic. "Since going live, we've had over \$42 million of invoices billed electronically," notes Stephen.

Some other headline benefits of Coupa include supplier onboarding now taking just 12 days compared with 60 days previously. Suppliers also used to face a three-month risk assessment which is now down to 20 days. And Procure to Pay has driven 30% of Kantar spend directed into the preferred supply channel.

Meanwhile, Kantar's 2025 supplier diversity target (12.5%) is firmly on track with 8% of spend currently going through measurable, diverse and inclusive suppliers. A big part of the D&I success has been baking it in from the start according to Stephen. Kantar has not appointed a D&I champion. "I didn't want to point D&I in the direction of a single person and say, 'That's your job to make it happen.' If you build D&I into the fabric of your team from the start, it becomes the ethos of the team."



\$42M

invoices billed
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ROOM FOR GROWTH AND INNOVATION

Kantar has realized some clear benefits in two years with Coupa, but there is room for steady improvement. "Now that we have Coupa in place, I'm looking forward to influencing the product roadmap," voices Stephen. "Particularly in the TMT (technology, media, and telecom) space, regarding the new capabilities we'll be looking for in the future and how that roadmap augments the things that we're looking for."

"Historically, a lot of companies have deployed their own procurement capability," he explains. "But they don't have the engineering expertise or the product development expertise to really take advantage of the organic developments which the Coupa platform provides."

Knowing where to focus next is a key element building the Kantar brand, which customers know and trust. "One thing I'm really looking forward to is joining that community roadmap and influencing it. By taking advantage of the platform's upcoming new features, we are ensuring the best aspects for our customers," concludes Stephen.

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About Coupa

Coupa is the cloud-based Business Spend Management (BSM) platform that unifies processes across supply chain, procurement, and finance functions. Coupa empowers organizations around the world to maximize value and operationalize purpose through their business spend.

Coupa's community of 3,000+ customers use the platform to maximize the value of over \$4T of direct and indirect spend to date.

For more information, visit coupa.com.



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