

citrix

Case Study with *Sievo*

How Citrix created a data-driven
Supplier Diversity Program to focus
on procurement spend diversity



Reading time: 8 minutes

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with our factsheet on the next page!



AARON PLUSH
Senior Manager Supplier Value Optimization, Source to Pay
Citrix

Sievo's spend diversity reporting serves as the core of our supplier diversity program, enabling us to create monthly dashboards that give our business stakeholders and other individuals insights into our efforts and the results we are achieving.



With Sievo, our users can filter suppliers by region, category drill-down, diversity spend share and access the specific data they need to make optimal decisions.



TOM DANCE
Director Procurement Programs, Source to Pay
Citrix

citrix

- Digital workspace solution provider established in 1989
- More than 400,000 customers worldwide
- Has 60 offices in 40 countries

Sievo Solution highlighted in this case study:
Spend Analysis, Supplier Diversity

Other Sievo Solution that Citrix is also using:
Payment Term Tracking



1 Challenge

Citrix had difficulties in identifying their diverse suppliers

2 Solutions

Sievo's Spend Analysis and Supplier Diversity tools give Citrix visibility on its diverse spend & diverse suppliers

3 Results

With Sievo's user-friendly dashboards, Citrix has a holistic view of its SD program, the ability to track diversity status, and greater supply chain knowledge to support its diverse suppliers

Key Take-Aways

Add creativity & innovation.

Having a diverse supplier base helps organizations to understand their customers better, which promotes creativity and innovation. In turn, this helps create products and services that add long-term value to customers

Gain supplier base transparency.

Know your supplier base, which suppliers are diverse, and what type of diversity they represent. Perceive supplier diversity as an integral part of the business strategy

Identify & track through data.

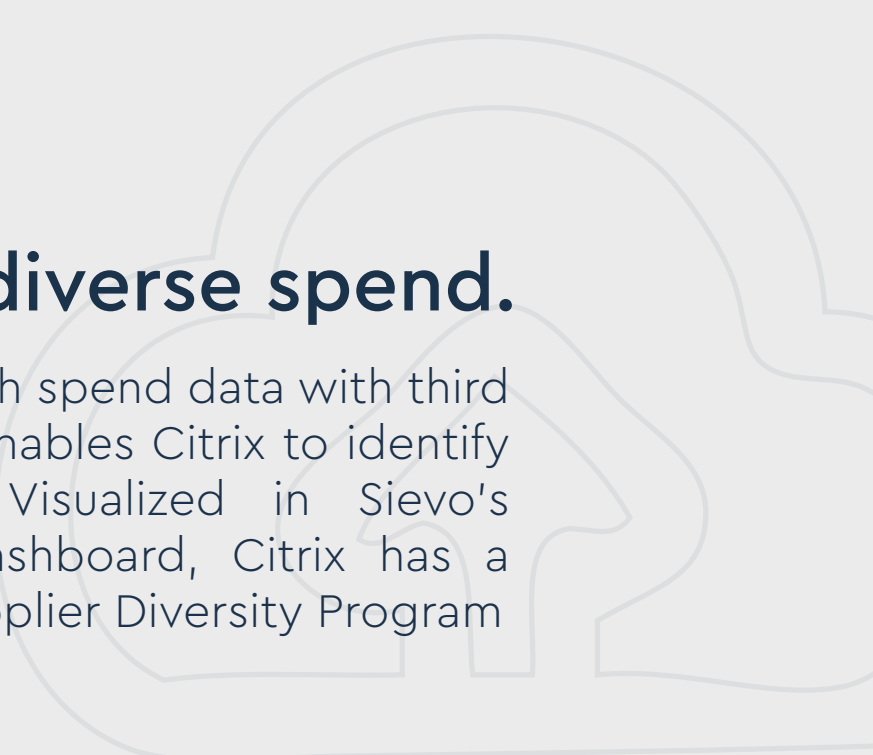
Visibility to data and metrics is needed to track diversity goals. Sievo's Supplier Diversity dashboard allows Citrix to track its Supplier Diversity program performance by category, region, business unit and more

Improve supply chain knowledge.

Knowing who your diverse suppliers are helps to support them in challenging situations, like the pandemic

Holistic view on diverse spend.

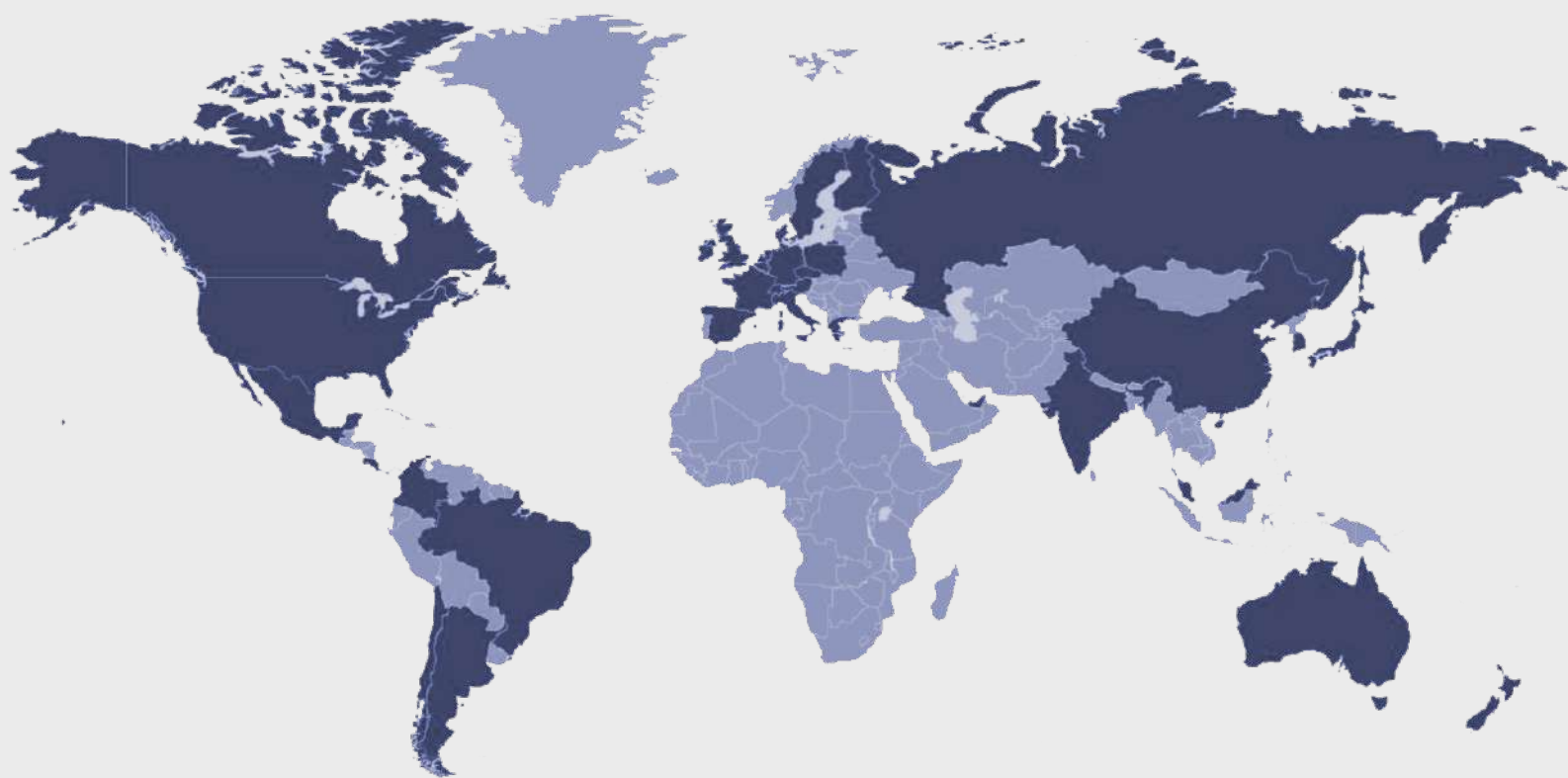
Sievo's ability to enrich spend data with third party diversity data enables Citrix to identify its diverse spend. Visualized in Sievo's Supplier Diversity dashboard, Citrix has a holistic view of its Supplier Diversity Program



How it all started

Citrix builds the secure, unified digital workspace technology that helps organizations unlock human potential and deliver a consistent workspace experience wherever work needs to get done. With Citrix, users get a seamless work experience and IT has a unified platform to secure, manage, and monitor diverse technologies in complex cloud environments.

Through its Supplier Diversity (SD) program, the company aims to create awareness through social inclusion of businesses owned by under-represented groups and/or people in its supply chain. A diverse supplier base helps Citrix better understand its customers' needs. This increases creativity and promotes innovation, helping Citrix to provide long-term value to its customers.



60 offices in 40 countries
Image by Citrix

Challenge

While Citrix knew *how* and *what* it wanted for its supply chain, it did not know *who* in its supplier base fit in the overall SD program. The SD team was using outdated tools that limited its progress of reporting and created difficulties identifying diverse suppliers.

Solutions

To solve its challenges, Citrix partnered with Sievo in 2020. Sievo's Spend Analysis and Supplier Diversity solutions were the key steppingstones to build a holistic view of Citrix's SD program. Spend Analysis allows Citrix to visualize up-to-date global spend data by key product categories and top suppliers, while Supplier Diversity dashboards enrich Citrix's spend data with third party data like ConnXus or supplier.io.

These dashboards give visibility on a supplier's diversity status, allowing Citrix to identify which suppliers are diverse and who they are owned by, for example a Minority Owned Business Enterprise or a Disability Owned Business Enterprise. Notably, Citrix can identify how many diverse suppliers are in its supply chain and how much of its total spend is diverse. The combination of Sievo's Spend Analysis and Sievo's Supplier Diversity module gives Citrix performance visibility on its SD program by different categories, business units, regions and more.



Example of Sievo's Supplier Diversity Dashboard

Results

insightful dashboards

Sievo's ability to enrich Citrix's spend data with third party diversity data gives Citrix an up-to-date view of its diversity suppliers and spend without manual work. The accessibility and ease of Sievo's tool navigation gives Citrix a wholistic picture of its supplier base. Providing Citrix visibility into its current supplier base's diversity status facilitates realistic goal setting for development initiatives.

diversity status

The holistic view of the SD program gives Citrix the ability to track the supplier diversity attrition of its diverse spend. To track the current and historic diversity status of its suppliers, Citrix uses Sievo's Supplier Diversity reporting for its weekly Supplier Diversity Spotlight meetings and its monthly Supplier Diversity Briefing with stakeholders.

knowledge = strength

A diverse supplier base promotes innovation within a company, but it does not stop there. SD also increases the supply chain knowledge of an organization, which is especially beneficial in troubling times. Thanks to its SD program, Citrix could focus its efforts to support diverse suppliers with the challenges they have faced during the pandemic to reduce the impact the pandemic has had on Citrix's supply chain.

To have a successful SD program, it is important to truly look at your data and metrics at the early stage of the program. Tools like Sievo may help you to build your business case, allowing you to start seeing how many diverse suppliers you currently have and other supplier diversity attributes. Ultimately, the data helps you to begin acquiring the energy and synergy from your business partners and stakeholders that success requires.



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Why we do what we do

Sievo is a leading procurement analytics SaaS-based solution company. Our purpose is to create a transparent and data-driven world. We help our clients identify opportunities, translate these opportunities into projects, embed created value into budgets and ensure that savings truly hit the bottom line. We speak the language of procurement and we translate numbers into the financial view.

