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

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Key Take-Aways

Add creativity & innovation.

Gain supplier base transparency.

Identify & track through data.

Improve supply chain knowledge.

 holistic view on diverse spend.

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Holistic view on diverse spend.

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.

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.

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

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.

Sievo has spend analysis, workhorse, diversity tools, and its user-friendly dashboards enable Citrix to track diversity status, and greater supply chain knowledge to support its diverse suppliers.

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.

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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.

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**

Sieve'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 Sieve'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 Sieve'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 Sieve 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.

**Why we do what we do**

Sieve 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.