



## CUSTOMER SUCCESS PROFILE

### **Jean-Jacques Beaussart, National City Corporation Ariba 2008 Spend Management Excellence Award Winner Enterprise Spend Management Pioneer**

*As CPO of National City Corporation, Jean-Jacques Beaussart laid the foundation for a spend management program that has delivered more than \$180 million in savings over the last three years. Leveraging Ariba's solutions and expertise, Beaussart put in place the technology and processes needed to drive better sourcing, demand management, and policies and controls. And drawing on his leadership skills, he drove adoption of the new system among 30,000 associates. As a result of his efforts, National City has a world-class procurement organization that supports corporate needs and strategies and consistently delivers bottom line results.*

#### **Recipe for Success Calls for the Right Ingredients**

When Beaussart set out to build his spend management program, he knew he would need a few key ingredients: people, processes and technology. His first action was to identify a platform from which his program could be run. He settled on Ariba and began implementing the company's Sourcing, Contract Management and Procure-to-Pay solutions to create a centralized procurement function and establish a robust supplier management program through which his team could manage more than 70 suppliers. He also reached out to the bank's Legal, Finance and Accounts Payable teams to enlist their support for his program, as he knew that in order to truly succeed, he would need to execute on an enterprise-wide, cross-functional basis.

#### **Building a Business within a Business**

To make his vision a reality, Beaussart knew he needed more than just out-of-the-box technology. Working with Ariba, he carefully selected solutions and built processes to support the goals and objectives he had set for his team. Beaussart's approach to savings tracking and methodology, for instance, was particularly innovative. Rather than tracking cost avoidance savings like most organizations, he focused on identifying hard dollar savings. He clearly defined for his team how savings were going to be measured and what it would take to achieve the savings. In doing so, Beaussart was able to ensure that the Procurement team delivered a 500+ percent return back to National City. Since C-level executives understand the concept of ROI, they readily accepted Beaussart's initiative and embraced Procurement as a strategic function with the potential to dramatically impact the bottom line.



*Jean-Jacques Beaussart created a world-class procurement organization at National City Corporation by:*

- *Implementing Ariba solutions to centralize procurement and enhance supplier relations*
- *Enlisting the support of Finance, Legal and IT*
- *Setting clear metrics to create attainable goals and deliver measurable results*



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### **Metrics and Management are Perfect Match**

In addition to tracking and measuring savings, Beaussart implemented a formal Supplier Management Program to fuel greater collaboration with the top 70 suppliers to National City. The program has led to significant improvements in the bank's relationships with key trading partners and set the stage for long-lasting and mutually beneficial relationships that will pay dividends for years to come.

### **The Journey Continues**

As the economy continues to slow, the financial markets have become increasingly volatile and competitive. As a result of the spend management program that Beaussart has put in place, National City is well positioned to weather the storm.

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### **About Ariba**

*Ariba, Inc. is the leading provider of spend management solutions to help companies realize rapid and sustainable bottom line results. Successful companies around the world in every industry use Ariba Spend Management™ software and services. Ariba can be contacted in the U.S. at 1.650.390.1000 or at <http://www.ariba.com>.*