



UNLEASHING THE POWER OF THE PROCURETECH ECOSYSTEM

PROJECT PARTNERS

Keelvar > CANDEX axiom Craft

Unleashing the power of the procuretech ecosystem

Leaders at ORO Labs explore the rise of the digital procurement ecosystem and how technology-led, strategic partnerships are transforming procurement

WRITTEN BY
SEAN GALEA-PACE

PRODUCED BY
KIRON CHAVDA



ORO



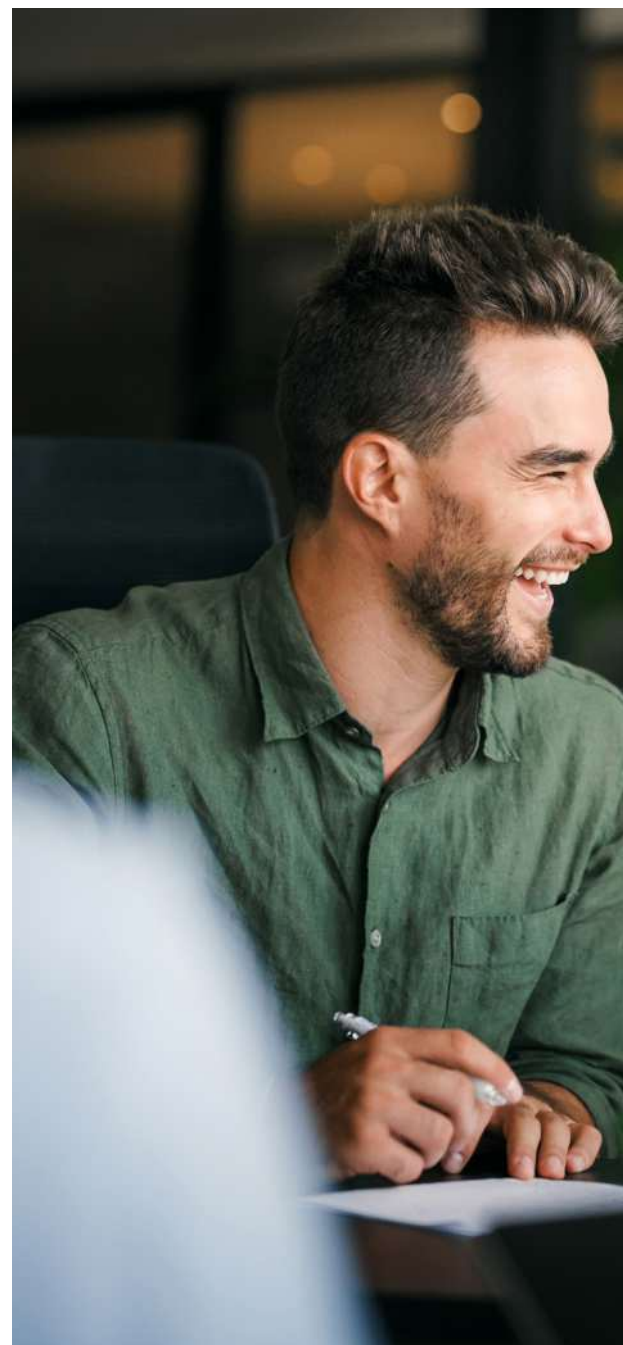
In today's world, very few organisations have one procurement digital solution for everything.

Often, large enterprises use anywhere from five to 20 digital solutions, and in some cases their landscape can expand toward 40 or more — no single tool can do it all.

But ORO Labs is changing the game.

In September, ORO launched the ORO Partner Enterprise Network (OPEN). OPEN cultivates deep, lasting relationships with consulting and technology partners who share a commitment to innovation and customer success. Together, fast deployments are enabled through ORO's no-code orchestration platform, to identify joint value creation opportunities and engage in co-development to unlock growth.

"An ecosystem isn't just a collection of digital solutions. It's consulting partners, specialised tech providers, and human expertise all working together," explains Lance Younger, EVP, EMEA GM and Global Partnerships at ORO Labs. "Each contributor brings unique value, whether it's cutting-edge technology, research, or individual knowledge. By combining them, you unlock outcomes that no single solution could achieve: greater efficiency, stronger effectiveness, a far better experience, and stronger economics. In fact, ecosystems don't cost more — they lower total ownership costs and deliver higher ROI. That's the power of bringing technology and human insight together."







ORO

SmartProcurementWorkflows

Collaboration plays a major role between technology providers in achieving better outcomes in procurement. According to Younger, collaboration means better access to the best AI, technology, and experts in the context of a procurement ecosystem. “From there, collaboration also creates energy,” he says. “Passion in the space is important, but it only becomes powerful when it’s brought together as a collective force to build momentum and drive meaningful outcomes.

“Finally, true collaboration delivers synergy. By combining solutions, you generate a force-multiplier effect where the whole is greater than the sum of its parts. For me, successful collaboration is essential but you also need to bring access, synergy and momentum together as well.”

INSIDE ORO LABS

ORO is at the frontier of AI-based innovation in orchestration. The company provides an AI-powered procurement orchestration platform that links people, agents, processes, data and systems together to enable seamless collaboration and allow business users to get what they need without frustration.

Agentic AI refers to autonomous systems capable of making decisions and taking actions without the need for human intervention. The key difference from chatbots such as ChatGPT or Copilots is that these tools require detailed prompts, ‘turn by turn’ instruction, and are reactive. AI agents on the other hand are proactive, tackling end-to-end tasks, making decisions, and scheduling next steps. That’s why AI agents can replace humans for low-level tasks and free people to focus on more strategic activity.

“When you look at the evolution of procurement, particularly procurement technology for large enterprises, it’s clear that no single tool can do it all”

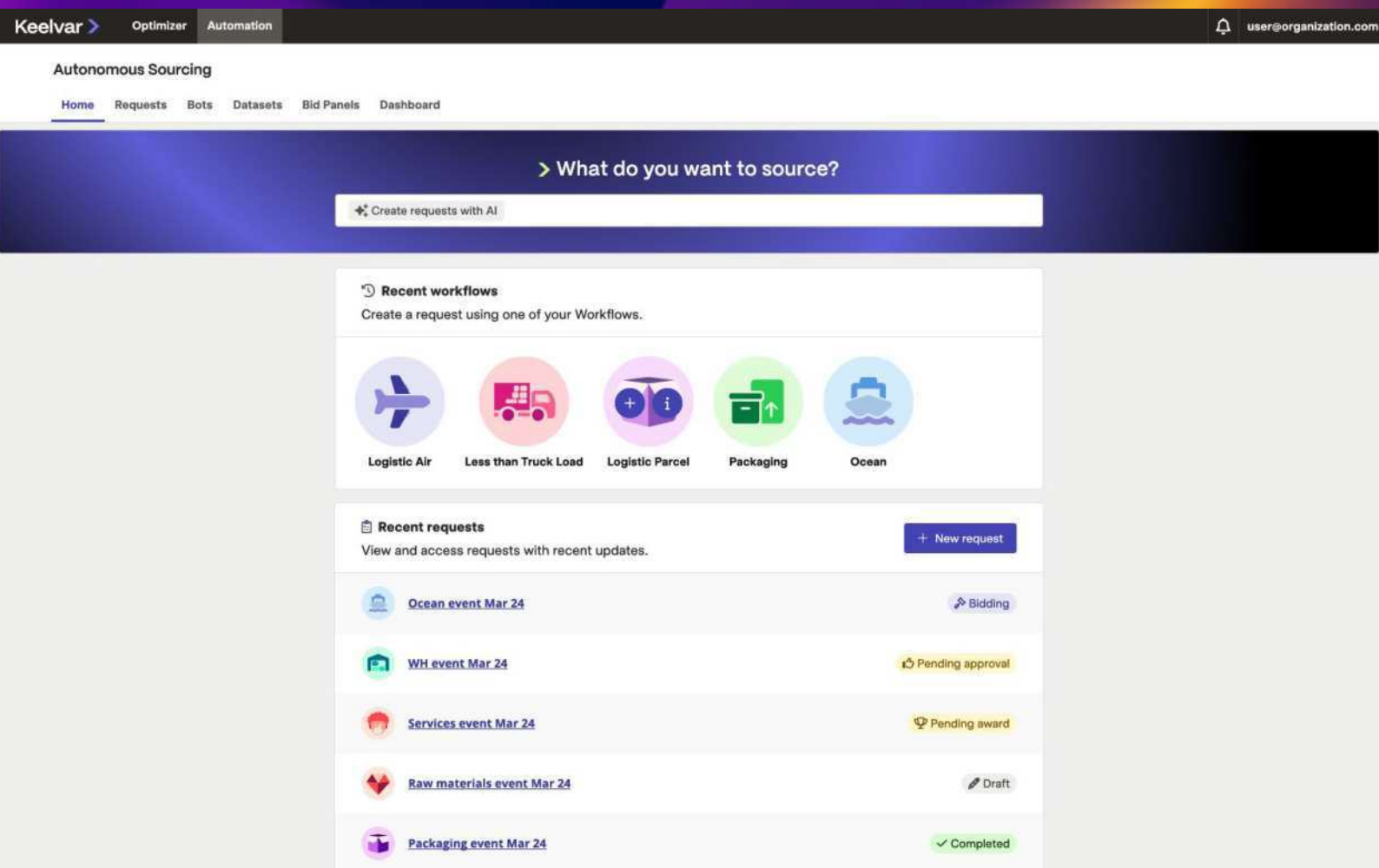
- Sudhir Bhojwani, CEO and Co-Founder, ORO Labs

ORO unlocks the true ability of agentic AI by orchestrating work while ensuring compliance with policies and business rules. Through ORO, users can easily chain agents together to autonomously complete complex processes while ensuring that humans are always kept in the loop. Agents are also embedded directly into workflows to ensure every action is visible, traceable and fully governed, while granular role-based security ensures that agents have access to the systems and data they need but can cause no trouble.



The AI-Native Sourcing Solution

Alan Holland, CEO and Founder of Keelvar, on how his AI-driven company is pushing the possible amid a transformative digital revolution in procurement.



Request a demo now
→ keelvar.com

The AI-Native Sourcing Solution

Alan Holland, CEO and Founder of Keelvar, on how his AI-driven company is pushing the possible amid a transformative digital revolution in procurement

Over the past decade or so, the procurement function has undergone a seismic transformation.

Today, the function looks almost unrecognisable as a result of the adoption of new technologies that are reshaping how procurement leaders operate day-to-day. As part of that, the importance of a procurement ecosystem which hosts a variety of different solutions has become increasingly important within the modern landscape.

Born in Europe's largest AI research lab, Keelvar has become a market leader in advanced sourcing optimisation and autonomous sourcing for procurement. Under the leadership of Alan Holland, CEO and Founder of the company, Keelvar is committed to delivering 'AI-first' instead of 'AI-enhanced' sourcing solutions.

"Procurement has long struggled with the multiplicity of different systems, and in fact, the first



unicorns were procuretech companies so procuretech goes back a long way," explains Holland. "The challenge is that many of the earliest procurement solutions were built on old technology stacks before the internet really started to evolve fully and develop frameworks. Even languages like Python only started to become popular in the last 12 or 13 years. The types of languages, frameworks and libraries that have recently appeared have allowed more modern technologies to be more user-centric. It is critical that enterprises lean into the procurement ecosystem heavily now because there are quite a few best-of-breed solutions

solving a variety of challenges so much better than older solutions are doing. But it's a combination of these best-of-breeds that really give this force multiplier effect and the enterprises that adopt those wholeheartedly see huge benefits from doing so."

One of the biggest crazes in procurement at the moment is agentic AI. But while its popularity is relatively recent, agents aren't actually new to Keelvar. "We've built it from the bottom up," Holland tells us. "We've built a workflow engine first of all that supports what agents can do. Agents can work at a greater speed and pull more levers more quickly than a human could do."

Find out more about Keelvar >



ORO advised Keelvar's power of integration and access to advanced sourcing optimisation was key, alongside autonomous sourcing and the ability to go through the full sourcing lifecycle with Keelvar. ORO has found a heavy overlap with the types of customers both companies are working with as both Keelvar and ORO have shared customers that represent the best Global 2000 organisations. With this in mind, what does this partnership with ORO mean to you?

Alan Holland, CEO and Founder, Keelvar: "There's a strong synergy between Keelvar and ORO because Keelvar's depth in sourcing complements ORO's breadth across procurement. AI agents prosper on rich data and interoperability so the key to having people save time is to focus on strategic work that supports interoperability for tactical and tail sourcing activities."

POWERING AGENTIC AI

Leading ORO is CEO and co-founder Sudhir Bhojwani. Since founding ORO, his mindset of how no one single tool can do it all has never shifted. He affirms large enterprises need an ecosystem instead of just one solution, and ORO was built with that philosophy from the ground up. "Our architecture reflects that," he explains. "For example, ORO included an embedded Integration Platform as a Service (iPaaS) layer from the very beginning, not as an afterthought, but as a core principle because we knew integration was essential."

"Now, in the era of AI and AI agents, this vision can be turbocharged with Model Context Protocol (MCP). It won't deliver magic overnight because true end-to-end enterprise integration takes time, but it will accelerate connectivity and give enterprises far greater flexibility. With MCP, organisations can choose the right agents for the right purposes, addressing specific challenges in source-to-pay more effectively than ever. Fundamentally, MCP makes the ecosystem even stronger."

Indeed, Bhojwani believes a procurement ecosystem has always been important but just hasn't been properly addressed — until now. "When you look at the evolution of procurement, particularly procurement



L-R: Lance Younger, EVP, EMEA GM and Global Partnerships, Lalitha Rajagopalan, co-founder and Sudhir Bhojwani, CEO and co-founder

technology for large enterprises, it's clear that no single tool can do it all," explains Bhojwani. "There has never been a 'one-stop' solution in the source-to-pay space that fully supports the complexity of a global enterprise across categories and regions. An ecosystem has always been necessary. That's not a new requirement; what's new is that we're delivering against it more clearly."

Bhojwani adds that an orchestration platform is essential to deliver real value because it's the layer that unites all the components of the ecosystem. "Point-to-

point integrations between every system are complex and unsustainable," he tells us. "An orchestration layer solves this, not by acting as just another integration or iPaaS layer, but by intelligently managing both data and processes. It understands how processes flow from one step to the next, even when those steps occur in different systems, whether that's sourcing, contracting, risk, or invoicing. Fundamentally, orchestration ensures everything works together seamlessly and data moves where it needs to, correctly and efficiently."

POWER OF THE ECOSYSTEM

Shachi Rai Gupta is the Vice President of Strategy and Innovation at ORO. She possesses 20 years of experience leading strategic planning, value generation, product innovation, technology stacks and large scale multi-regional and multi-segment business and digital transformation across industry-leading companies across a range of industries.

Rai Gupta explains that when you talk about the power of the procurement ecosystem, the first thing needed is to define the end-to-end process landscape. “At its core, procurement is about strategy-to-partner and source-to-pay processes,” she says. “I see the procurement ecosystem as a synergistic, interconnected, accessible,

intelligent, and most importantly, agile fabric.

“From a technology perspective, this ecosystem is a hybrid stack. It includes traditional ERPs and systems of record, like the Oracles and SAPs we all know, as well as transactional systems. Layered on top are a foundational data layer and an intelligent layer that connects everything with best-of-breed technologies. This evolution reflects the explosion of procurement technology in recent years, giving companies more specialised options than ever before.”

While ecosystems have always been important for procurement and the wider industry, Younger reveals that what is changing is how ecosystems are enabled. "In the past, organisations could simply



bring two parties together, relying mainly on relationships,” explains Younger. “Now, however, the flow of processes, data, intelligence, and agents converge in one place which is something only technology can enable and amplify. When leveraged correctly, this creates exponential outcomes.”

Today, many organisations build their stacks by combining core systems with niche solutions tailored to their needs. Intelligence such as data, insights, and connectivity ties everything together, complemented by an experience and interface layer. Rai Gupta believes the most exciting element is the growing openness to collaborate as procurement technologies

are increasingly interoperable and allowing for greater synergy amid today's challenging geopolitical landscape. "This shift empowers enterprises with choice," she explains. "They're no longer locked into one large provider but can select the tools that best fit their needs. That's the essence of the procurement ecosystem. Its importance is heightened today because we live in a VUCA world which means volatile, uncertain, complex, and ambiguous. Geopolitical shifts, changing tariffs, and economic turbulence are constant. In this environment, the procurement ecosystem enables strategic agility and not just reacting to change, but anticipating and outmaneuvering it. That is its true value today."





CANDEX®

The fast track



THE EASY & COMPLIANT WAY TO MAKE PURCHASES!

Book your demo today!
sales@candex.com

Fast and
easy-to-use

Automate
end-to-end P2P

Reduce vendor
master by 80%

Compliant and
certified

Eliminate onboarding
small vendors

Timely and
accurate reporting

Game-changing procurement

Jeremy Lappin, CEO and Co-Founder of Candex, on how his company is making procurement more efficient and user friendly amid industry-wide transformation

A game-changer. That is how Candex is often described for the role it plays in spend management.

But no matter the spending power, Jeremy Lappin, CEO and Co-Founder of Candex, believes his company's services are evolutionary for all businesses. "Enterprises have a very complex world," Lappin tells us. "They have to onboard a lot of vendors and three to five percent of their spend usually goes to about 70 to 80% of their vendors. Candex is truly transformative. For smaller spends, it eliminates the hassle of onboarding numerous small or one-time vendors. For larger spends, it ensures compliance with the process, freeing teams to focus more on strategic, high-value vendors that really drive impact for the company.

A tail spend management leader like Candex shines at simplifying payments to small or one-time vendors. However, one of its biggest competitive advantages is the streamlined and extremely simplified user experience which, according to Lappin, has seen Candex described as the 'iPhone of procurement'. "Candex has an incredibly simple user interface," says Lappin. "We really just punch out a company's existing procurement flow which makes it incredibly easy and simple to use. We have four fields that buyers need to fill in to purchase any product or service, and they are universal for every

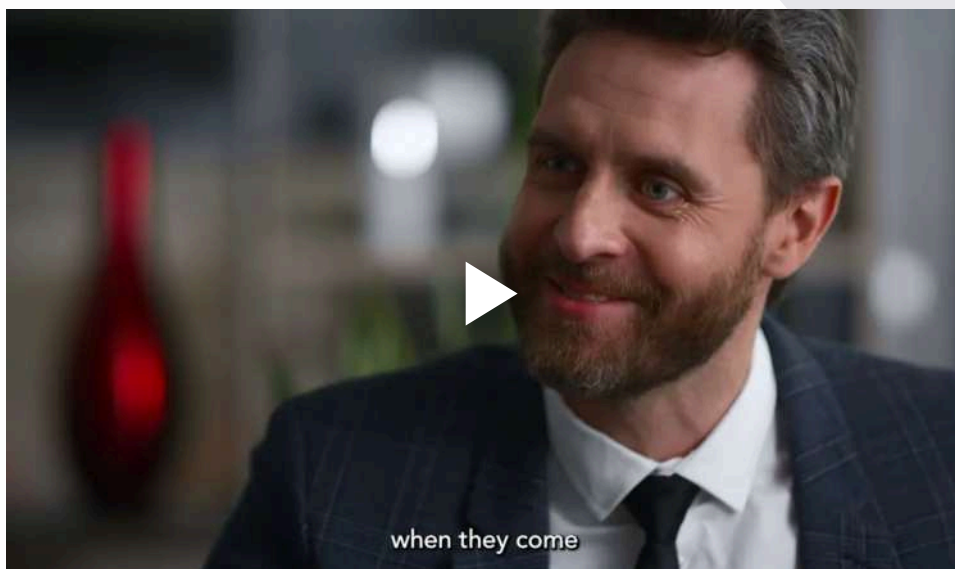
country we operate in globally. We get high praise and lots of compliments about how seamless the procurement process is when Candex is involved in the flow."



Shani Vaza, Co-Founder & Chief R&D Officer
& Jeremy Lappin, Co-Founder and CEO

Procurement leaders are under pressure to digitise quickly but also avoid bloated tech stacks. Fortunately, Candex is well placed to step in and help them achieve both goals. "Tech stacks are difficult to implement, it's hard to get people to use them," explains Lappin. "It's also tricky to get vendors onboarded into them and for them to cooperate patiently during the whole onboarding process. When you are moving from one tech solution to another, it becomes even more challenging as it's a complete change from an old system to a new system, and a daunting task of getting all the data moved over. And so, with Candex, you have a ready solution that helps you get rid of the noise of onboarding small vendors. With that in perspective, all the things I mentioned earlier become much easier to do. That's the game that we're in: making whatever your strategy is, easier."

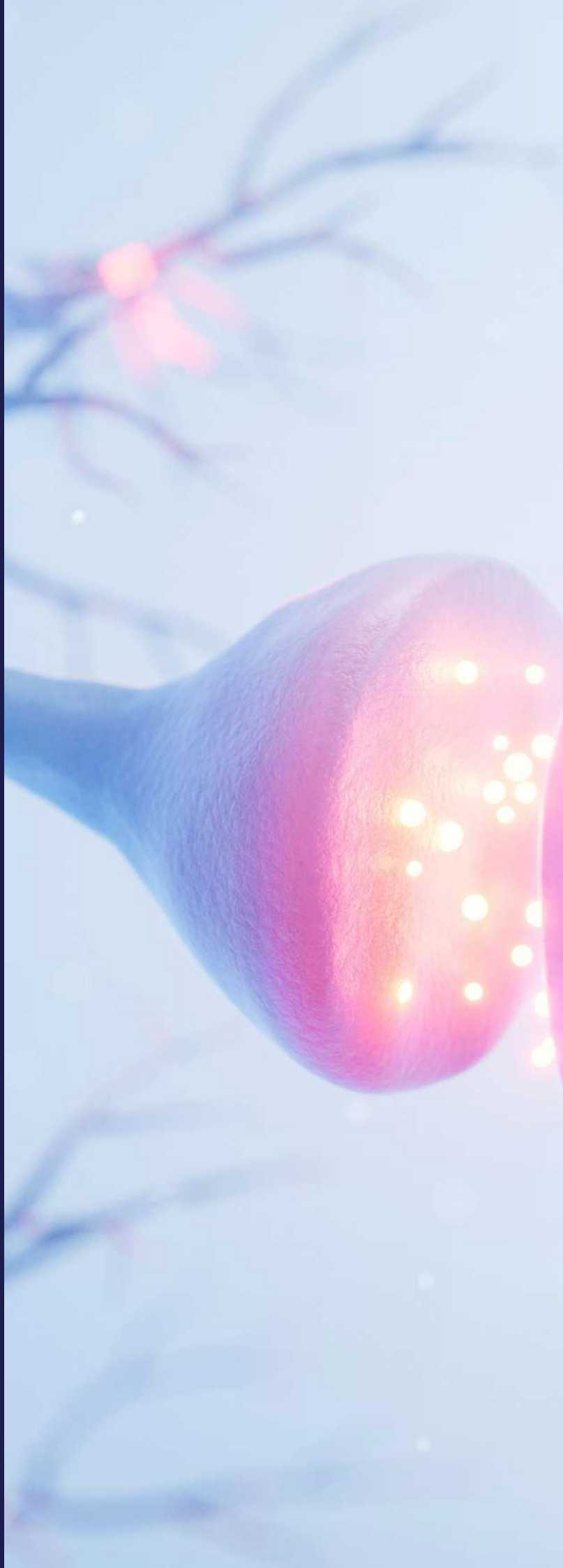
[FIND OUT MORE](#)





ORO shared that Candex's natural interface is very user friendly, allowing for a simple experience for something relatively complex. ORO also explained that Candex's ability to manage areas of spend that would be typically out of control, while simultaneously augmenting self-service to have a frictionless experience, is a real positive. How do you see that evolving in your collaboration with ORO?

Jeremy Lappin, CEO and Co-Founder, Candex: "I think the future with ORO is more of the same — we don't sell our product to companies to be a procurement tool. We always work with their existing stack and their existing processes. ORO brings orchestration into the world where users can have a simple entry point and get any type of purchase they need taken care of properly without a lot of confusion and complexity. ORO can very nicely direct the tail spend transactions that should be going through Candex to Candex. It helps users use us when they come in through ORO. I think ORO is definitely part of the 'make things simple' revolution that's happening in procurement. Working with them is just another way to direct the right types of transactions through us."





DEVELOPING A ROBUST ECOSYSTEM

In Rai Gupta's mind, and with reference to her life sciences background, she defines a strong procurement ecosystem as something that requires orchestration. "I often use an analogy from human anatomy. I see a great ecosystem as something that requires orchestration — a backbone or spine that connects all the parts," she discusses. "Then there's the nervous system, the intelligence layer I mentioned earlier, and most importantly, the engagement or experience layer, which adapts to every individual user."

When Rai Gupta thinks about the requirements of developing a robust ecosystem, she believes there are six key traits that together define it. "First, alignment with partners around a shared vision of customer-centric value," explains Rai Gupta. "At the end of the day, everything comes down to prioritising customer success and satisfaction".

"Second, a culture of co-innovation. Today, innovation and integration go hand in hand. Many of our partners co-develop solutions with us, accelerating go-to-market strategies and ensuring differentiated value. We also enable open access, single sign-on, read-and-write capabilities, seamless data sharing, so work isn't duplicated and insights flow across the ecosystem."

"Third, a unified customer experience. In the past, systems were fragmented, inaccessible, and often underused. Our goal is to deliver a cohesive, consistent experience that hides the complexity and feels tailor-made for each customer and enterprise."

"Fourth, cross-functional collaboration. Our teams at ORO work closely and systematically with our technology partners such as Candex, Axiom, Keelvar and Craft — from product and engineering to marketing, sales, and customer success. Think of it as joint working groups or task forces, designed to maximise the value of partnerships and, ultimately, for customers."

"Fifth, long-term strategic alignment. We invest in anticipating customer needs, tracking how technology and the world are evolving, and aligning our roadmaps to ensure mutual, ongoing success."

"Finally, a commitment to ethics and inclusivity. We partner only with those who uphold the highest standards of ethics, inclusion, and responsible innovation."



What are the traits of a great procurement ecosystem?

Lance Younger shares five Fs make up a great procurement ecosystem.

1 Foundations — You have to get the technical foundations right — unified data, scalable architecture, security by design, and interoperability. Without that, nothing else works.

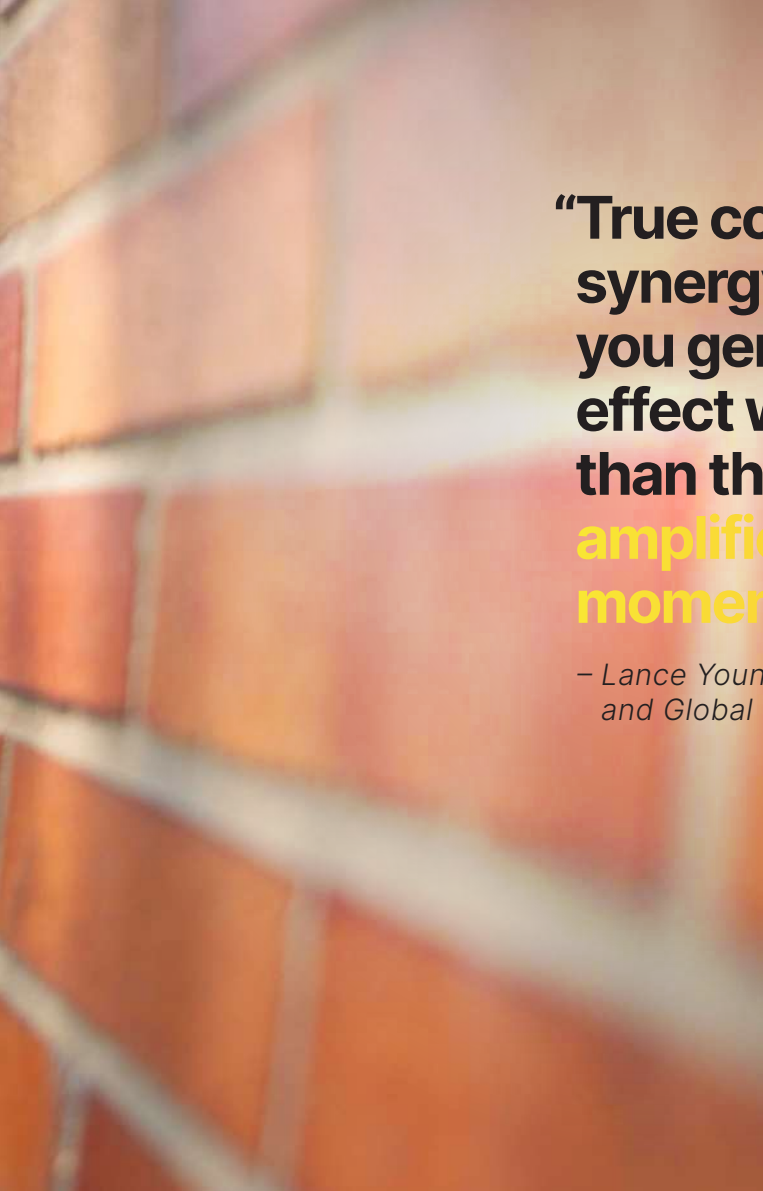
2 Frictionless — This is all about user experience. Organisations have long talked about a frictionless experience, but many S2P platforms haven't delivered. With ecosystems and orchestration bringing systems together, frictionless interaction is finally achievable.

3 Fabric — Specifically, an intelligent data fabric that pulls together data from different sources, creates a unified layer, and generates meaningful intelligence.

4 Flexible — Flexibility and extensibility are what make platforms composable. No single end-to-end S2P platform truly exists, but an ecosystem can become that by being both flexible and extensible.

5 Frontier — This is pushing the boundaries of innovation. Only with an ecosystem of best-in-class solutions can you pioneer, rather than being limited to the lowest common denominator or the last point where you invested.

Together, these five Fs — Foundations, Frictionless, Fabric, Flexible, and Frontier — demonstrate what makes a truly powerful ecosystem.



“True collaboration delivers synergy. By combining solutions, you generate a force-multiplier effect where the whole is greater than the sum of its parts. **OPEN amplifies access, synergy and momentum for our customers”**

– Lance Younger, EVP, EMEA GM
and Global Partnerships, ORO Labs

OVERCOMING CHALLENGES

Bhojwani is clear about what the biggest hurdles facing the procurement ecosystem are today and stresses managing the data problem is at the front and centre of his thoughts. “I believe data is the biggest challenge,” reveals Bhojwani. “The problem isn’t that systems lack Application Programming Interfaces (APIs) because every new module or platform today comes with APIs. That used to be an obstacle years ago, but not anymore. So why is integration still so hard? The real issue is data. Organisations don’t fully understand how data is structured, consumed, or transferred between systems. What works in System A doesn’t always translate cleanly into Module B, and that complexity is often misunderstood or poorly articulated. That’s

the real source of the pain we see, not the APIs, but the data itself.”

According to Bhojwani, he and his team prioritised orchestration because intake alone was not enough. He believes that in order to deliver real value for business users and enterprises, orchestration is necessary in order to bring all components of the ecosystem together. While an S2P suite can’t solve this problem; orchestration can. “But orchestration only works if it’s built honestly,” he says. “That means it’s designed for orchestration from the ground up, built to embrace partners, and free of favouritism. Companies should have flexibility and choice. An orchestration platform should never make decisions on behalf of its customers because they should decide. That’s why, even as we build out our own partner ecosystem, ORO will always remain open, even ready to work with competitors if that’s what customers want.

“Otherwise, orchestration risks becoming like Google and showing only paid ads on the first results page. I’m not saying orchestration will ever be that big, but its impact on the enterprise ecosystem could be just as significant.”

axiom

The Marketplace Platform Built for Enterprise
Powered by **Axiom Intelligence**

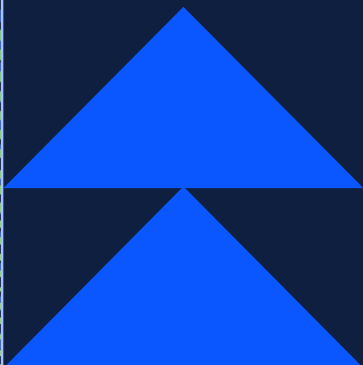
Imagine if your Indirect spend was under control...

Join the leading Enterprises using Axiom to calm catalog chaos, eradicate Inventory issues, minimise Materials mayhem, fix Free text frustration, and transform Tail Spend turmoil.

3x

Faster Buying Experience

Time saved by the business searching what they need to buy.



15%

Average Savings

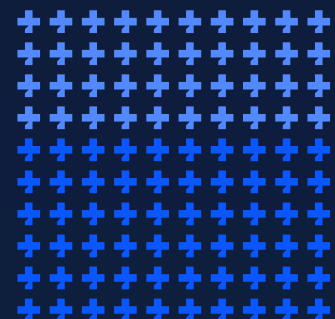
Measured and reported in real time.



60%

Time Recovered

The time saved in managing catalogs and content.



[Access Axiom Resource Hub >](#)



Exclusive for *CPOstrategy Magazine* readers:
Practical tools and thought leadership for CPOs. **All in one place.**

The next-level enterprise marketplace platform

Alistair Cane, Co-Founder and Director of Axiom, explains the power of Axiom amidst significant transformation in the procurement space

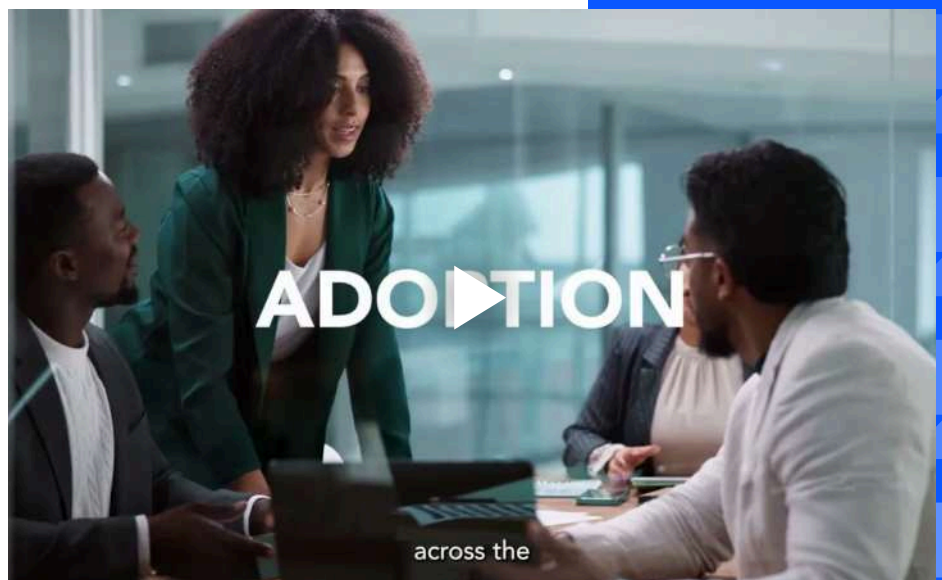
Change is already here, and it is safe to say that Axiom is embracing it. Axiom is a next-generation procuretech innovation which allows enterprise organisations to automate catalog sourcing, free text orders and tail spend, whilst transforming the experience for buyers, suppliers and procurement. Its platform enables procurement to set up, manage and control a closed and automated marketplace environment for all content-based categories (both products and services) across the organisation. By addressing critical gaps in traditional buying channels, Axiom empowers procurement teams to meet evolving business demands with speed and precision.

And leading the client engagement focus is Alistair Cane who has been the Co-Founder and Director of Axiom since December 2020. Axiom co-created its platform in close partnership with enterprise procurement teams and while Cane describes enterprise organisations as 'complex beasts', he believes a collaborative model is essential for driving meaningful transformation. "Axiom was fortunate to gain experience through a DPW Scout Lab project with a global pharmaceutical company that wanted to completely re-engineer its catalog solution," says Cane. "Over 18 months, we worked from the ground up, spending time with different personas, particularly buyers and procurement teams, who needed not just a business solution but full control. In the end, we built the solution from the inside out which led to a procurement platform designed not just for procurement, but as a broader

business solution which was exactly what the organisation was aiming for in changing the experience for their business users, as well as their supply partners."

Axiom is powered by Axiom Intelligence — a unique combination of technology, AI and its managed service. Axiom Intelligence was built on the belief that technology alone isn't enough to drive enterprise-scale transformation which is where Cane and his company come in and act as a key differentiator. "When we work with an enterprise, we start from the very beginning: planning the implementation, analysing data to build the business case, preparing for rollout, and driving adoption across the organisation," he explains. "In many ways, technology is the final piece. Axiom Intelligence is ultimately a managed solution designed to guide organisations through that entire journey of change."

[Find out more](#)



Axiom



With reference to Axiom's partnership with ORO Labs, ORO described it as a unique partnership. In your view, what does the relationship involve?

Alistair Cane, Co-Founder and Director, Axiom: "We've known ORO and worked with them for some time. The leadership teams within both organisations have a very deep understanding of the procurement space and the drivers that enterprise organisations have. We're connected and networked deeply across the two companies, from leadership teams to technology teams, to sales and marketing teams. I think we also both recognise the power of the combined capability in creating slightly tailored solutions for each enterprise organisation."

EMPOWERING KEY PARTNERSHIPS

Achieving success alone is impossible. It is a key reason why choosing the right partners to do business with is an essential priority for many leaders. For ORO, being intentionally agnostic and committed to openness and giving customers true choice is an important piece of the puzzle. Rai Gupta explains that ORO is seeking partners who share its commitment to innovation and customer success, because that ultimately creates more value.

"I think of this as strategic agility," she says. "In an interconnected ecosystem where different players work together, enterprises

In your own words, can you discuss what OPEN is and why it is so important? What makes OPEN different and what impact will it have?

“OPEN brings together our orchestration and agentic AI capabilities with the transformation expertise of our consulting partners and the innovation of our tech partners in an unprecedented way. Together we are raising the bar for how procurement works and delivering game-changing outcomes built to scale.” *James Tickle, Head of Partnerships, EMEA, ORO Labs*

“Procurement teams in large enterprises operate in a best-of-breed world — specialised sourcing platforms, contract systems, risk tools, and more. The ORO ecosystem ties it all together. By orchestrating across these investments, we help CPOs move beyond managing individual systems to driving outcomes — delivering stronger compliance, faster cycle times, and greater value.”

Matt Hugo, Head of Sales, ORO Labs

What kind of partners is ORO looking to bring into the OPEN ecosystem — and what value do they bring to customers?

“We’re involving partners who want to shape the future of procurement with us - combining deep industry expertise, transformative digital strategies and breakthrough technologies to give enterprise customers not just solutions but an unparalleled way of working.”

James Tickle, Head of Partnerships, EMEA, ORO Labs

“Our consulting partners amplify the impact of the ORO ecosystem. They bring category expertise, transformation experience, and change management skills. Paired with ORO’s orchestration platform, procurement teams don’t just connect tools — they align processes and strategies to deliver measurable results in cost, risk, and business alignment.”

Matt Hugo, Head of Sales, ORO Labs

gain the ability to adapt, scale, and evolve with speed. For example, if tariffs suddenly raise the cost of goods imported from China, an integrated ecosystem allows you to quickly assess the impact, explore supplier alternatives, check contracts, evaluate ESG and risk compliance, and make informed decisions rapidly.

“This creates end-to-end visibility and, more importantly, unified intelligence. When data, systems, and analytics are connected, enterprises can make real-time, insight-driven decisions. There is also speed, whether it’s speed to market or in life sciences, speed to patient, which directly

translates into faster time to value.

“Trusted governance is also important, because teams are working cohesively, and scalable innovation, where organisations can innovate both at pace and at scale. In short, this ecosystem approach gives customers powerful strategic agility: the ability to respond to any change with confidence, speed, and flexibility.”

ORO has brought together a range of leading players in the procuretech space through OPEN, including Candex, Axiom, Keelvar, and Craft. As Younger explains, the philosophy behind OPEN is to amplify the ecosystem.



At its core, ORO builds on established S2P and P2P platforms such as SAP, GEP, and Coupa, which provide the foundation. On top of that, the ecosystem integrates data providers and spend analytics platforms like SpendHQ, Sievo, and Beroe, delivering proprietary intelligence. It also includes full lifecycle sourcing solutions such as Globality, Pactum and Keelvar, contracting solutions like Icertis and Sirion, and risk management providers including Exiger, Prewave and ProcessUnity. Together, these partnerships extend the reach and value of the ORO platform, creating a connected ecosystem that spans the entire procurement lifecycle.

“We’re covering both the depth and breadth of the platform,” explains Younger. “But you wouldn’t be complete without the interface layer, which is where partners like Microsoft Teams and Slack come in”.

“At the same time, we go deeper with a few partners that represent the full lifecycle. Axiom is a great example. Our partnership grew out of a shared engagement with Roche. As a customer, Roche integrated us with multiple solutions, and over the last two to three years we’ve grown alongside them together with Axiom. Our platforms are AI-native, creating a seamless experience. Users can move from the catalogue marketplace in their application while surfacing the best information directly through our platform.





“In an interconnected ecosystem where different players work together, enterprises gain the ability to adapt, scale, and evolve with speed”

- Shachi Rai Gupta, Vice President of Strategy and Innovation, ORO Labs



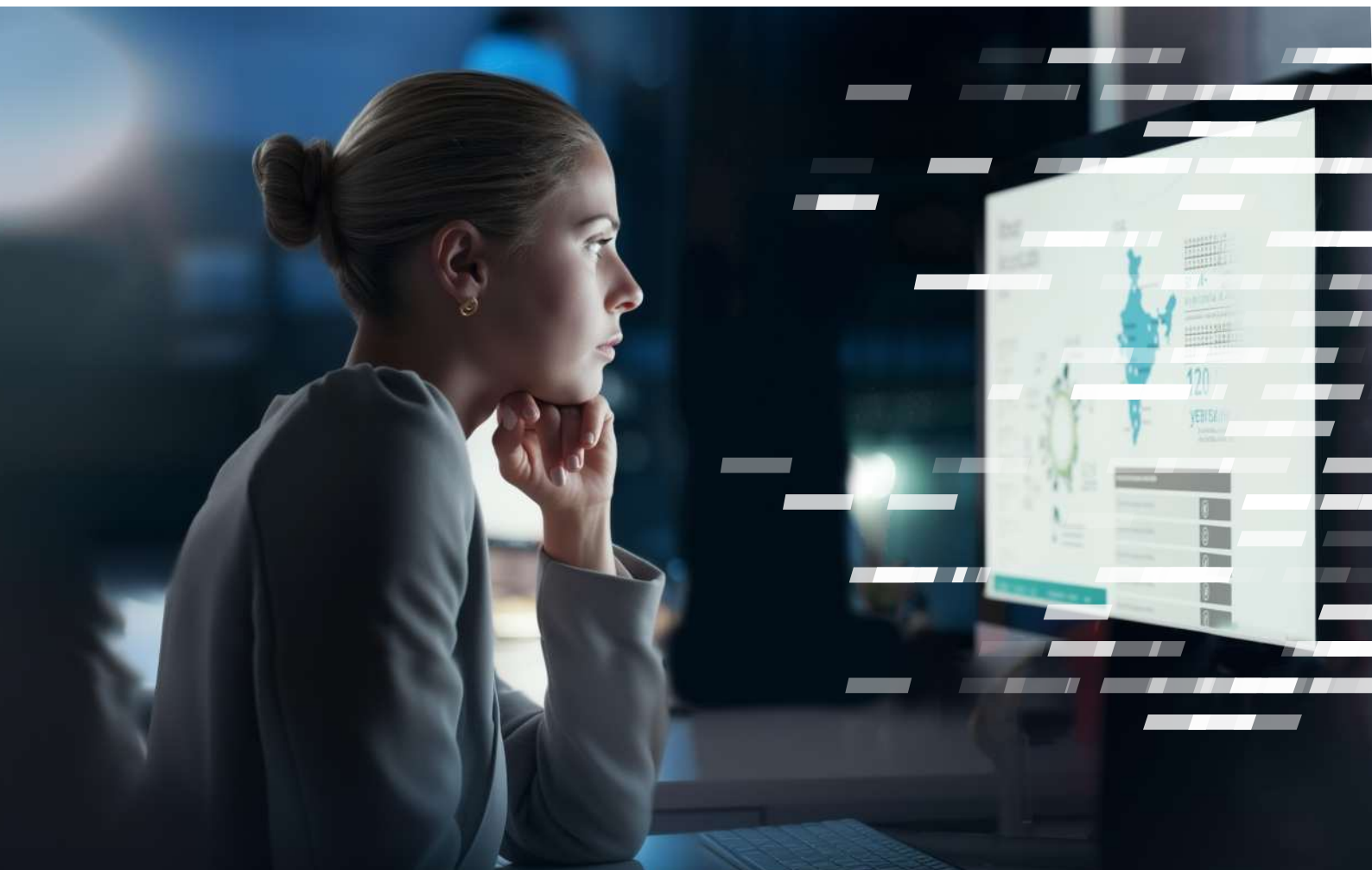
Supplier Intelligence for Smarter, Faster Business Growth

Legacy tools weren't built for the speed and depth of modern procurement.

The Craft supplier intelligence layer unifies fragmented supplier data into one connected platform, giving procurement teams the tools to act decisively, helping accelerate onboarding, enabling thorough due diligence, and continuously monitoring supplier health.

When systems, teams, and workflows are connected, procurement becomes a powerhouse of growth and resilience.

Discover how at craft.co.



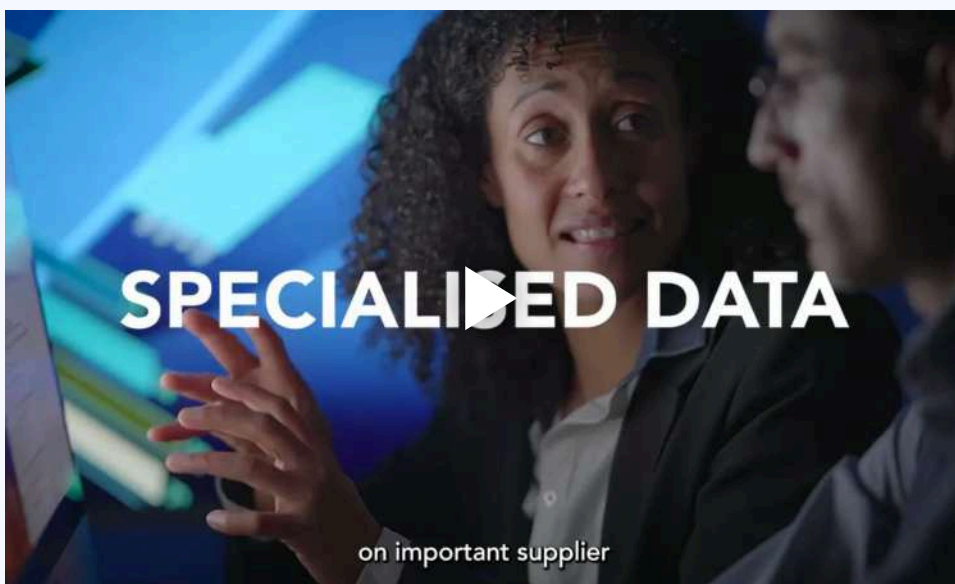
Supplier Intelligence for Modern Procurement

Legacy tools were not built for the speed and complexity of modern procurement. The Craft supplier intelligence layer unifies fragmented supplier data into one connected platform, giving procurement teams the tools to accelerate vetting and onboarding, and continuously monitor supplier health. When systems, teams, and processes are connected, procurement becomes a powerhouse of resilience and a competitive advantage for the entire enterprise.

Ilya Levtoy, co-founder and CEO of Craft, on how Craft is helping strengthen supplier networks and reducing disruption in an era of supply chain uncertainty and geopolitical cross-winds.

In an era of uncertainty, visibility and collaboration are important tools to drive resilience. Powering these tools is something that Ilya Levtoy, the co-founder and CEO of Craft, spends lots of time thinking about.

Managing suppliers while understanding risk is a key capability powering enterprise growth and agility. According to Levtoy, supplier risk touches nearly every corner of the business, and while it involves legal, finance, supply chain, and IT, the best place for it to sit is with procurement. "In large organisations, each of these groups can contribute in some way to vetting suppliers at intake, or checking compliance with audits and regulations," discusses Levtoy. "The challenge is that these teams rarely operate in a unified system, rather, it can be a lot of ad hoc, manual processes. As a result, suppliers can get stuck in a multi-step vetting process with little visibility, yet procurement gets blamed for a delay onboarding a new supplier. A unified view and software platform that manages every step of the process consistently and clearly changes the game."



Beyond workflows, the same applies to knowledge sharing. Too often, valuable insights about a supplier end up buried in an email, or trapped in a document, unavailable to others who could benefit from it. By surfacing and sharing that intelligence, we can prevent duplication of effort, streamline decision-making, and make everyone's work more efficient."

Levtoy firmly believes in the strategic value of procurement, but stresses that the definition of Supply Chain can be inaccurate. "We believe the term supply "chain" is a misnomer, it's more a supply network, an ecosystem.

"Suppliers are interconnected, forming relationships not just directly, but also indirectly. In many cases, the flow is not linear but inverted, overlapping, and multi-directional."

Fortunately, available data enabled with AI can help get a handle on this complexity and give procurement teams a rich picture of their supplier ecosystem, complete with strategic insight, risk intelligence and collaboration tools. The result is a more strategic procurement organisation, that reduces disruption, builds resilience, and competitive advantage.

[Learn More](#)

Craft



Can you share some details about Craft's relationship with ORO? What does this partnership with ORO mean to you?

Ilya Levtoy, Co-Founder and CEO, Craft: "The key to the partnership is where ORO provides this strong orchestration layer, while Craft provides a robust intelligence layer on the suppliers... Being able to inject and insert that intelligence into any part of the procurement workflows that need them is really critical to how the companies can deliver value together. That is a partnership that we're actively exploring and developing, and we're excited to be doing that."





“With Keelvar, the strength lies not just in integration but in enabling sourcing optimisation for complex categories as well as supporting sourcing automation across the full lifecycle. We also see significant overlap in our customer base, which are enterprises that value creating simplicity from complexity, great user experiences, and true enterprise-grade capabilities.

“Candex is another powerful example. Their natural interface is simple, much like ORO, but behind the scenes their infrastructure manages the complexity of operating across dozens of countries, currencies, and languages. That means customers can transact securely worldwide, while enjoying a frictionless user experience. Our partnership, built over several years, empowers organisations to manage categories of spend that are often uncontrolled or under-managed, enabling true self-service and amplifying business agility.”

FUTURE-PROOF PROCUREMENT

With an eye on the future of the procurement ecosystem, Younger reveals that what excites him the most is the ability to give organisations the tools to future-proof their roadmap and ambitions by building an ecosystem that is both interoperable and high-performing. “That foundation gives them the confidence to forge ahead, knowing their direction is supported by a future-ready ecosystem,” he tells us. “To bring that to life, innovation is accelerating faster than ever. By creating this ecosystem, we’re enabling a platform where each new wave of innovation can be delivered quickly to our customers. In other words, we’re enabling client ecosystems to ensure procurement organisations can keep progressing at speed, amplified by intelligence and technology.” ■

