



Checkmate News *from Paladin Associates*

Ideas for Cost Reductions and Resource Productivity

May 2013

In This Issue:

[Revolutionizing eSourcing Adoption](#)

[Indirect/Non-traditional Spend Savings](#)

[Meet Dominic Cotugno](#)

[Buying Less for Less](#)

What if you could maximize savings across your enterprise without adding additional headcount? One solution is outsourcing to a BPO provider OR...Rather than outsourcing, consider:

Co-Sourcing - Our Expertise is Your Expertise

Tap into Paladin's extensive experience and expertise, key learnings, unique insights, e-Sourcing tools and operational best practices to maximize savings, improve processes, increase profitability, and maximize shareholder value.

Paladin can help:

- ID and deliver tangible business cost-saving opportunities
- Apply Six Sigma for continuous improvement
- Engage experts with broad and deep Sourcing, Financial and Operating expertise in various industries
- Implement eSourcing technologies
- Impact non-traditional Sourcing categories such as Benefit costs, Legal costs, Marketing expenses
- Enjoy volume leverage in smaller spend categories with our Leveraged Purchase Agreements

Don Hoepfner
Executive Partner
(770) 853-9940
djhoepfner@paladinassociatesinc.com

Bob Matthews
Executive Partner
(678) 358-3339
rsmatthews@paladinassociatesinc.com

Learn More - Contact Us



[Click here to download](#)
(Registration required)

e-Sourcing: "Revolutionizing eSourcing Adoption"

To keep pace with competition and deliver against strategic objectives Procurement must employ state-of-the art technologies. History has proven that eSourcing is among the most powerful Procurement solutions, offering compelling ROIs when compared to other enterprise-level applications. Despite overwhelming evidence of eSourcing benefits, organizations still face significant adoption challenges.

This paper examines a revolutionary change management approach: Influencer. Ground-breaking research conducted by VitalSmarts sheds light on eSourcing adoption challenges. The principles and skills presented in their New York Times bestseller, Influencer, provide a comprehensive change management methodology, and may well be the solution for lasting positive change.

[Read More on Tools and Processes](#) that will help you identify and penetrate non-traditional, indirect spend categories to benefit your organization.

Indirect/Non-traditional Spend Savings

For many Procurement and Sourcing organizations, especially those in mid-market companies, being involved in Strategic Sourcing of indirect spend categories is still relatively new.

At many companies, there are still some categories that remain off limits to Procurement :

- Human Resources categories such as Rx Drug Benefits, Employee Relocation Services and Household Goods Moves
- Telecom/Datacom and other IT categories
- Marketing Expense Services
- Legal and Financial services

These indirect spend categories of expense have often been hard for Sourcing and Procurement to penetrate. By becoming involved in the sourcing of these categories, Procurement can help user groups discover and drive supplier innovation early in the process, reduce prices and other costs, manage and reduce supply risk, and improve the profitability of the company.



Dominic Cotugno

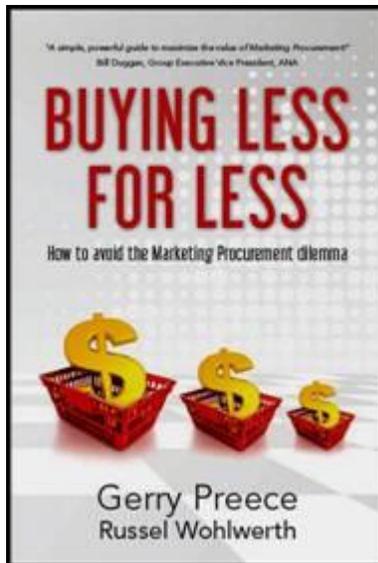
[Email Dom](#)
(732) 735-0840

Meet Dominic Cotugno

Dominic Cotugno has joined Paladin Associates, Inc., as Partner focusing on defining client's Strategic Sourcing and Cost Reduction needs.

- As Director, GE Corporate Accounts, he was the primary contact to facilitate and manage GE's mutual growth initiatives with GE's top suppliers.
- He created and served as the leader for GE Capital's "At The Customer For The Customer (ACFC)" program.
- As a Sales and Marketing Executive, Dom brings over 30 years of Fortune 500 Leadership experience to Paladin Associates Inc.

[Read more about Dom](#)



"Buying Less for Less – How to avoid the Marketing Procurement dilemma"

By Gerry Preece and Russell Wohlwerth

Paladin's Gerry Preece, who served as the Global Director of Marketing Procurement for the world's largest marketer, Procter & Gamble, has co-authored a book directed towards Chief Marketing Officers.

Implementation of the solutions presented will also be of great interest to Chief Procurement Officers, Chief Financial Officers and advertising agencies.

The primary message is that companies should "Buy Less, Invest More" in Marketing expenditures. Marketing is viewed not as a cost but as an Investment in the business. Procurement skills can be applied in powerful ways through Strategic Sourcing to grow brands and agency capabilities.

Read this book to understand why Marketing demands a unique approach from Procurement professionals. It explains how to think like investors, improve Marketing efficiencies and increase Marketing ROI (Return on Investment).

"Buying Less for Less" can be purchased through Amazon.com.



Copyright © 2013 Paladin Associates, Inc., All rights reserved.
You are receiving this email from Paladin Associates Inc., a Strategic Sourcing company.
Paladin Associates, Inc. 325 Wynland Trace Atlanta, GA 30350