

## A mind+machine™ Decision Model for Global Supplier Identification and Profiling



Make vs. buy analyses are common in the rapidly changing modern global economy. Investing in full production facilities or purchasing from an external supplier can present short-term benefits to a given company, but longer-term risks also have to be considered. In-depth analysis is essential for an informed decision.

### Client

Leading global manufacturer of personal care products

### Industry

Consumer Packaged Goods

### Evalueserve Solution

Our team of procurement specialists developed a menu of analyses that allowed the client to easily send research requests to identify the existing supplier base of contract manufacturers globally (covering hundreds of spend categories, both direct and indirect and geographies including North America, Latin America, APAC, EMEA, etc.) and conduct in-depth analysis on the top contract manufacturers of interest (covering unique capabilities such as innovation, sustainability, and key financial metrics).



**Make or buy?** To efficiently develop the capability and capacity to identify contract manufacturers at the onset of any make vs. buy assessment.

### Business Impact

- Deeper insight on global supplier base and markets of interest.
- Faster turnaround time on research requests.
- Reduced costs and effort spent on supplier identification.
- Enhanced overall manufacturing flexibility.
- Improved quality and fewer defects.

A significant initial step in a make vs. buy analysis should be a comprehensive assessment of the available contract manufacturer pool. The necessary research and analytics cover criteria like manufacturing quality and capacity, financial stability, and long-term longevity, including sustainability and innovation.

This should result in a clear picture of the landscape with identified direct and indirect supply chain risks. When this needs to be performed on a global scale, it presents an additional layer of complexity that can be daunting and time-consuming for internal teams.

## Business Challenge

Earlier this year, we were approached by a leading global manufacturer of personal care products tasked with building a world-class external manufacturing capability. It had a robust internal team that was experienced in make-versus-buy analysis but lacked an important ingredient – the capability to combine human intelligence and technology to effectively identify contract manufacturers globally at the onset of any assessment.

## Evalueserve Solution

Several criteria need to be considered while selecting the right contract manufacturing partner or, for that matter, any supplier. Some of the most important criteria would be manufacturing capabilities (both in terms of quality and capacity), financial stability (historical performance and risk rating), and sustainability (innovative practices and adherence to regulations). However, as this particular client was committed to running lean, they did not have the internal capability to conduct quick analysis; they sometimes took several months to complete their research.

Our team invested time to understand the client's existing analytics and decision-making processes to ensure that all proposed collaboration would seamlessly fit with their existing strategy. Our team identified areas of improvement in terms of process, output and automation.

As a strategic partner, our team of procurement specialists developed a menu of analyses that allowed the client to easily send research requests to identify the global supplier base of contract manufacturers, covering hundreds of spend categories, both direct and indirect. Moreover, we also provided them the capability to conduct an in-depth analysis on the top contract manufacturers of interest, covering unique capabilities from innovation and sustainability to key financial metrics. Because of the work done thus far, we are also exploring additional areas of partnership including Category Intelligence and RFI Process Support.

## Benefits Achieved

- Vastly improved time-to-market: delivery of research related to the global contract manufacturer landscape, by category / subcategory within 5–7 business days.
- Better quality: Deeper insight on suppliers, driven by Evalueserve's presence on four continents.
- Enhanced productivity: The ability to conduct multiple make-versus-buy analyses for different categories and geographies simultaneously.
- Additional capabilities: Introduction of "contract manufacturer identification and profiling," a completely new capability for the client organization. This capability includes a simple research request, an engagement model, and a mind+machine approach (semi-automated searches supplemented by expert analysis and primary research).

## Evalueserve – powered by mind+machine

Evalueserve is a global professional services provider offering research, analytics, and data management services. We are powered by mind+machine – a unique combination of human expertise and best-in-class technologies that use smart algorithms to simplify key tasks.



For any other information about Evalueserve and its services:

[info@evalueserve.com](mailto:info@evalueserve.com) | [www.evalueserve.com](http://www.evalueserve.com)