

This Spend Matters PRO Vendor Analysis updates an analysis of Cirtuo, a strategy management solution.

This Spend Matters PRO Vendor Analysis Update gives a refreshed overview of Cirtuo, a solution built to support strategization. There are many procurement solutions on the market and many focus on the upstream processes, S2C, which is supposed to be more strategic than the downstream P2P processes. Most of these solutions support the execution of S2C processes like discovering suppliers, qualifying suppliers and sourcing so that by digitizing them they make these processes more efficient, more collaborative, etc.

"There is nothing so useless as doing efficiently that which should not be done at all."
- Peter Drucker

Even if some S2C and/or sourcing solutions include a category management module, however, it is often a simple category-based view of the content in the application. Rarely is it a module that helps define the proper approach to a category. In short, most applications focus on the **WHAT** and less on the **HOW** or **WHY**.

What does Cirtuo enable for the Procurement teams?

Cirtuo sits at a peculiar place in the procurement solution because its raison d'être is to enable customers to develop sound strategies by providing them with:

- 1 A structured approach to strategize based on internal demands, market insights and procurement data to develop a portfolio of actions that can be managed in the solution as initiatives and tracked by users to measure
- 2 An AI-enabled solution that takes into account inputs from users to propose a course of actions Embedded and precise market intelligence powered by The Smart Cube that is the result of research and market
- 3 An engaging UI to make interacting with the solution as smooth as possible and to ensure that insights and recommendations are clearly presented This Vendor Analysis Update will provide an overview of Cirtuo's solution, a look at its competitive landscape, selection tips and an analyst summary.

Why does Cirtuo matter to the market, customers, and potential buyers?

Here's why Cirtuo matters:

To the market

Cirtuo serves a mostly untouched niche, the digitalization of strategization in procurement.

To customers

Cirtuo's customers benefit from a framework, deep market insights and AI-based recommendations to upgrade their strategic capabilities and track execution.

To potential buyers

Cirtuo's solution is for organizations desirous of enhancing their procurement acumen by augmenting their teams with an efficient and effective digital solution that embeds strategy-building best practices and deep category insights.

