



Cirtuo recognized in Spend Matters' 2022 "50 to Watch" List

Denver, CO – October 17, 2022 – Cirtuo, AI-powered procurement software that pioneered automated category strategy creation, was selected for [2022 Spend Matters 50 providers to Watch list](#).

Each year, Spend Matters selects 50 organizations as top up-and-coming solution providers who continue to grow and develop innovative products that propel the market forward.

"Macro forces and shifting competitive dynamics are breathing new life into the procurement technology market — and some providers will ride the new wave better than others. From a volatile economic environment to geopolitical chaos and evolving regulatory frameworks, procurement is overwhelmed with issues it must keep on top of while delivering on its current portfolio of initiatives, said Nick Heinzmann, VP of Research at Spend Matters.

"[This year's lists](#) advance our methodology further, adding new criteria around mindshare in the market, expanding customer reference requirements, and introducing new inclusion criteria to ensure the vendors on these lists are continuously earning the right for a seat at your negotiating table. In a market ripe with consolidation plays, plenty of new startups and big entrances from established (non-procurement) players, you need a data-based guide on where to focus your attention," said Heinzmann.

"[Cirtuo Guided Strategy Creation™](#) is a robust solution for organizations wanting to ramp up their strategic capabilities by benefiting from an AI-augmented structured approach to strategize based on internal demands, market insights/intelligence, and procurement data to develop a portfolio of actions that can be managed in the solution's engaging UI as initiatives and tracked by users to measure success, " said Bertrand Maltaverne, Sr. Analyst (Supplier Management and Sourcing at Spend Matters.

About Cirtuo

[Cirtuo](#) is world-class software developed to transform the procurement function into a strategic champion conscious of all the potential at its fingertips. Being a pioneer in digital procurement, Cirtuo's solutions have been integral for over 5,000 CPOs and category managers in embracing change. Our team has invested +100,000 hours of research and development dedicated to helping Fortune 500 companies and SMEs unlock their procurement potential. As a result, Cirtuo's AI-driven software sets the standard in automated category strategy creation, leading to faster decision-making, greater business impact, and value delivery.

SOURCE Cirtuo

Editor's Note:

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