CIRTUO

Cirtuo enables Walmart to Implement and share best Practices in Category Strategy Creation and Execution Across their Global Markets.

Industry: Retail | **Revenue:** 500+B USD | **Location:** Bentonville, USA

With global visibility, Walmart has enabled more user adoption, best practice sharing, and auditing of process compliance.

~100 Strategies Developed	**+200** Category Managers Trained
+120 Categories	**$500B** Revenue

GUIDED STRATEGY CREATION™

AI-powered Category Management

CLIENT OVERVIEW

Walmart

From its humble beginnings as a small discount retailer in Rogers, Arkansas, Walmart has opened thousands of stores in the U.S. and expanded internationally. Through innovation, Walmart is creating a seamless experience to let customers shop anytime and anywhere: online and in stores. In addition, the organization is creating opportunities that bring value to customers and communities around the globe. Walmart operates approximately 10,500 stores and clubs under 46 banners in 24 countries and eCommerce websites. The company employs 2.3 million associates worldwide and nearly 1.6 million in the U.S. alone. Walmart's Procurement Team comprises over 500 employees, operating in 8 key markets with a global Indirect Material Spend of over $45B.

"Cirtuo has helped to mature our Category Strategy methodology while delivering significant productivity improvements. The AI helped eliminate human error, inconsistency, and biasness, which generated actionable insights and objective strategies. It has also enabled more rapid onboarding of new Walmart Associates through knowledge preservation of existing categories managed by other sourcing professionals. We are more able to confidently present robust and consistent category strategies across all our categories in each market.

Travis Johnson
Senior Director, International Procurement & Technology Enablement, Walmart

BUSINESS IMPACT

The implementation of Cirtuo was a direct link to Walmart's Digitalization journey and continues to provide multiple benefits for their Procurement team. The impact to the organization directly benefits from the following:

- ☑ It is a driver for advancing Walmart's Associates through the strategic thinking maturity curve

- ☑ It enables deeper stakeholder alignment and partnership

- ☑ It has provided governance to best practice activities, also increasing their markets procurement maturity levels

- ☑ Category Managers are experiencing the direct benefits visible in productivity and data analysis.

Through the use of the Guided Strategy Creation in Cirtuo, Associates realize the following benefits:

- ☑ ~ 50% productivity improvement in developing Category Strategies

- ☑ Automation of charts and graphs

- ☑ Repurposed time for more diverse procurement initiatives

The COE (Center of Excellence) Team leverages Cirtuo's solution for training, auditing, educating, and sharing best practices. With global visibility, Walmart has enabled more user adoption, best practice sharing, and auditing of process compliance. Additional benefits include:

- ☑ Strategy visibility and Procurement engagement across all markets

- ☑ AI mitigates missed strategy opportunities due to human error

- ☑ Accelerated pace of strategies supporting Procurement KPIs

CIRTUO

- ~ 50% productivity improvement in developing Category Strategies

- Advancing Walmart's Associates strategic thinking capabilities

- Deeper stakeholder alignment and partnership

- Governance to Category Strategy best practices

- 100% automation of charts and graphs

- Strategy visibility and Procurement engagement across all markets

- AI mitigates missed strategy opportunities due to human error

SOLUTION HIGHLIGHT

Not only does Cirtuo provide digitized content, but its use of Artificial Intelligence advances Walmart in its Digitalization goals. The GSC functionality is paramount for productivity as it ensures users know where to start and when to end and then gain critical insights for their category that lead to important business initiatives that deliver value. Cirtuo's technology governance plus Walmart's Critical Thinking and Category Strategy training has led to more actionable Category Insights for Walmart. Cirtuo allows real-time refresh-ability" of strategies due to changes in market dynamics or internal business requirements. Walmart believes that they are advancing their employees as technology capabilities within Cirtuo advance. The solution improves the way of thinking and enforces appropriate governance.

Lastly, Cirtuo enables greater procurement professionalism as Walmart acquires the capacity to advance the organization's maturity with Category Strategy driving a top-down approach to working on the right initiatives for that category. As a result, Walmart has more confidence in attracting top sourcing talent as new hires enter a company with quality processes and advanced technologies.

- Cirtuo Artificial Intelligence is advancing Walmart into its Digitalization goals.

- Cirtuo allows real-time "refresh-ability" of strategies due to changes in market dynamics or internal business requirements.

- Cirtuo's technology governance plus Walmart's Critical Thinking and Category Strategy training has led to more actionable Category Insights for Walmart.

- Cirtuo enables a greater Procurement professionalism as Walmart advances the maturity of the organization with Category Strategy driving a top down approach to working on the right initiatives for that category.

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info@cirtuo.com

www.cirtuo.com

Book Demonstration