

E-sourcing delivers 16.9% savings for global automotive supplier

8 January 2002 - Vendigital, e-sourcing specialist, has announced the result of an auction with a leading supplier of automotive mirrors. Over 80 companies across Europe were contacted with the details of set of wire harnesses, of which 8 companies were invited to the final auction. The business was ultimately resourced to W.E.T. Automotive Systems AG, headquartered in Munich, a supplier introduced to the buyer by Vendigital.

Mr Limmer, Head of sales, wiring technology, WET stated, "We were of course very pleased to have been introduced to this customer and to ultimately win the business." Discussing the process of auctioning, he continued "Sure it feels more comfortable to arrive at a price with a potential customer after you have met them and convinced them of your unique selling points. With auctions, our best price was on the table before we met the customer; it's a new way of working." He continued, "We were however impressed with Vendigital's auction process. The information about the contract was complete and we felt able to trust them that we were competing on a level playing field. Understanding how our prices compare to our competitors' was also enlightening for us, you don't often get good information like that. The nice part of it is, having seen everyone else's prices we know that we can win business at market price because we are a best in class supplier"

Kurt Wolf, MD at Vendigital Germany, comments, "We've worked extensively in the wire harness market, we are always pleased when we can introduce companies like WET to our customers. It's also nice when suppliers registered with us see the benefits by winning business that otherwise they would not have known about."