

## Vendigital Appoints Technology Director

**Swindon, UK – 28 March 2007:** Vendigital, the sourcing and market purchasing specialist, has appointed Paul Gurr as its Technology Director. In his new role, Paul is responsible for identifying the future needs of procurement professionals and pushing the boundaries of what is achievable through the development of Vendigital's technology offerings for the marketplace.

Vendigital has built its business on the use of pioneering technology to support its approach to purchasing and this has consistently delivered average cost savings of 26% for its clients.

Adrian Griffiths, Director of Vendigital says: "Many of our customers run global operations and the supply base for most things they buy is also global. Because of this, the number of variables they need to review and monitor on a constant basis is vast and changing rapidly. This is now a serious challenge for their procurement teams. To be sure they are doing the best job within their organisations they need better systems to remove the guess work. I am delighted that Paul is now heading up the development of our approaches and technologies that put science and precision into global procurement."

Prior to joining Vendigital in November 2002, Paul held a series of procurement positions in the manufacturing and the services sectors including blue chip companies such as Vodafone and ICL. Paul has a degree in Business Studies and Swedish from Hull University.

Paul adds, "This is a very exciting time for those in the procurement profession. By utilising the latest technology to ensure accurate and informed decisions, the procurement department can make considerable improvements to the profitability of their organisations. Early adopters of new technologies and advanced processes are also seeing the role of procurement taking a more central and strategic position within their businesses.

"At Vendigital, one of the systems being developed combines current technologies to form an intelligent tool set that will help improve an organisation's sourcing and procurement processes. This tool set incorporates live market data feeds such as the prices of plastics or steel. The tool will also have an alert system which indicates when particular items have diverged from market pricing levels or are simply due for renewal. Armed with this information, accurate and timely decisions can be made." ➤

For further information, please contact

Fiona Cousins

PR to Vendigital

T: 01252 850182

E: [fiona@osmo.co.uk](mailto:fiona@osmo.co.uk)

## **About Vendigital: [www.vendigital.com](http://www.vendigital.com)**

Vendigital is a procurement organisation that delivers rapid business improvement. Its team of purchasing professionals works with leading industrial and business customers to deliver average cost savings of 26%. To sustain and improve on these gains, customers tap into Vendigital's experience to use the very latest technology and best practice purchasing techniques.

Vendigital enables customers to maximise their position in global supply markets. Cost reduction programmes individually tailored to a customer's needs utilise many of the techniques developed by Vendigital such as: savings optimisation analysis, global supplier headhunting, e-RFx platforms, online tendering, e-auctions, value auctions and results implementation.

Programme benefits are sustained through outsourcing the management of product categories to our specialist team as well as utilising Vendigital's e-RFx and online negotiation technology in house. Established in 2000, Vendigital has offices in the UK, US and Germany.