SmartBuyer

analytics by spendkey

CASE STUDY · GLOBAL BEAUTY COMPANY

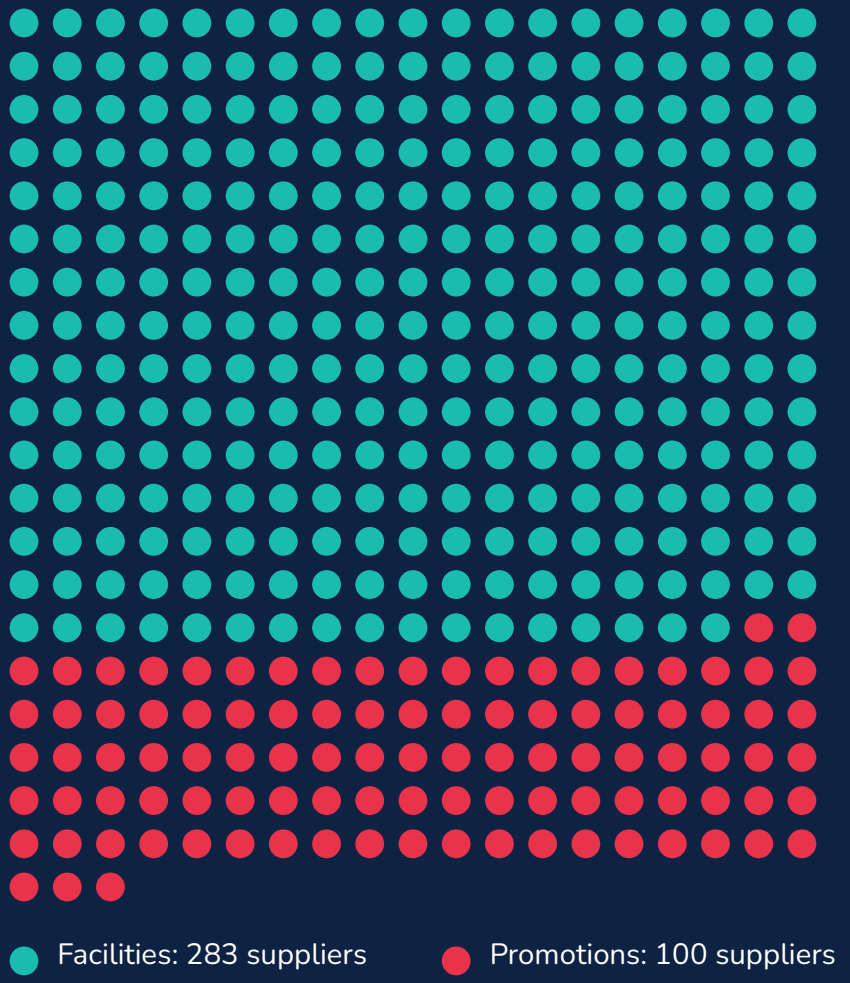
Savings Discovery

$1.06M–$1.86M

a year in savings potential, identified in just two categories of spend.

$14,359,663 spend analysed

383 suppliers across Facilities and Promotions



A SmartBuyer Savings Discovery sample, run using Spendkey's analytics. Figures are benchmark-led estimates of savings potential, not savings delivered. Client anonymised. Analysis © 2026 Spendkey Ltd.

THE CHALLENGE

The same things, bought at different prices across the business

Most large organisations pay different prices for the same goods and services in different parts of the business. Local decisions, long supplier tails and contracts that drift over time all add up.

To show what that looks like in practice, SmartBuyer ran a sample Savings Discovery on one year of a global beauty company's Facilities and Promotions spend, using Spendkey's analytics to find the gaps.

The sample used spend data only. No contracts or invoice lines, so every figure is a benchmark-led estimate of potential rather than a saving delivered. A full Savings Discovery adds contracts and invoices, and our specialists verify every finding.

The next four pages show the sample findings as the client received them, anonymised.

$14,359,663

total spend analysed, 1 Jan 2025–31 Dec 2025

383

suppliers across just two categories (Facilities 283; Promotions 100)

$1.06M–$1.86M

combined savings potential, equivalent to 7.4–13.0% of total spend

Analysis © 2026 Spendkey Ltd.

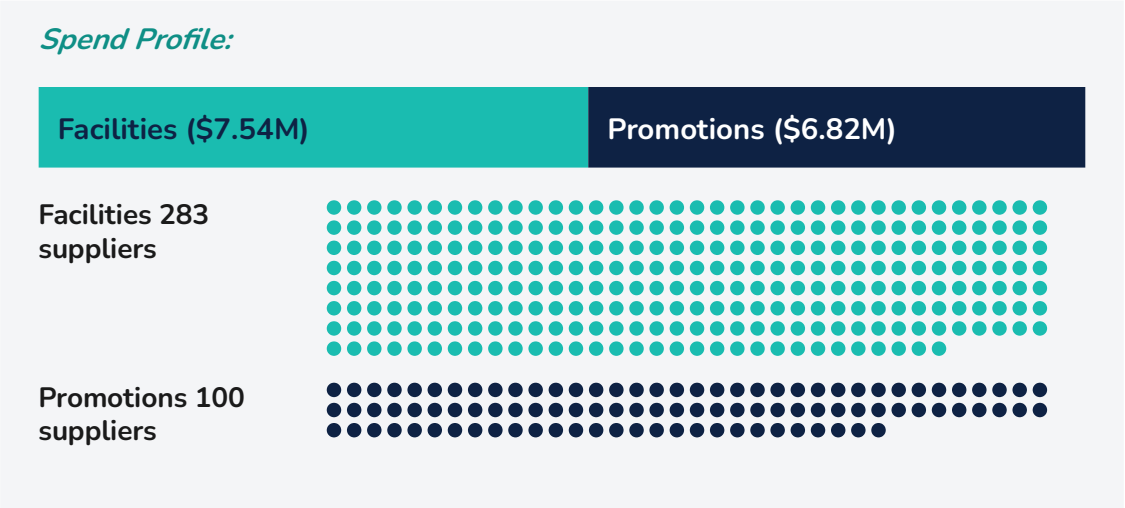
1. Executive Summary

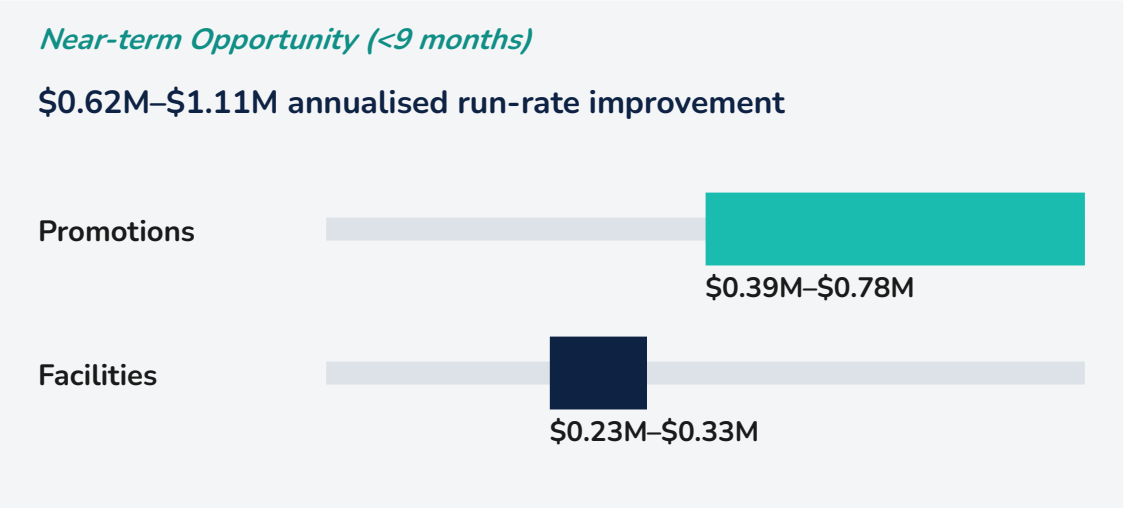
Spend Profile:

- Combined addressable spend of $14.36M (1 Jan 2025 to 31 Dec 2025) across Facilities ($7.54M) and Promotions ($6.82M).
- Highly fragmented supplier base (Facilities 283 suppliers; Promotions 100 suppliers), driving rate dispersion, inconsistent scopes/SLAs, and avoidable “long-tail” leakage.
- Largest controllable cost pools:
  - Facilities: soft FM/cleaning (plus governance-driven maverick spend)
  - Promotions: top suppliers (premiums/incentives) and PR/events agencies (day-rates, retainers, markups)

Near-term Opportunity (<9 months)

- Prioritised value pool from 2–3 do-able initiatives: $0.62M–$1.11M annualised run-rate improvement:
  - Promotions supplier rebid/consolidation + PR/events rate-card reset: $0.39M–$0.78M
  - Facilities control reset + soft FM/cleaning consolidation in priority markets: $0.23M–$0.33M
- Benefits can start inside 2–3 months via policy/roster enforcement while sourcing events run in parallel.





Analysis © 2026 Spendkey Ltd.

1. Executive Summary (continued) and 2. Decision Required

Certainty-level:

- Medium-high certainty: fragmentation is evidenced by supplier counts and spend distribution; savings ranges are benchmark-led and will be confirmed through contract/SOW validation, competitive events, and compliance tracking.

Core insight:

- The fastest value comes from restoring buying control (PO/approvals and roster/preferred suppliers) and then using that leverage to consolidate the most rate-sensitive service lines (soft FM/cleaning; promotions suppliers/agencies).

restoring buying control (PO/approvals and roster/preferred suppliers)

→

consolidate the most rate-sensitive service lines (soft FM/cleaning; promotions suppliers/agencies)

2. Decision Required

The Executive Team is asked to select one of the following:

A — **Option A - Implement a focused control reset (Recommended)**

B — **Option B - Staged visibility-first approach**

C — **Option C - Maintain status quo**

Analysis © 2026 Spendkey Ltd.

3. Option A - Focused Implementation (Recommended)

Scope (first 6-9 months):

Weeks 1–8

Months 2–9

Cross-category "control reset" (Weeks 1–8)

- Mandatory PO/approval thresholds and exception workflow for Facilities and Promotions.
- Preferred supplier/roster-first buying rules; blocks/warnings for non-preferred spend.
- Standardised rate cards (small works; agency day-rates) and tighter supplier onboarding.

Execute two sourcing sprints in parallel (Months 2–9)

- Facilities: bundle soft FM/cleaning in top markets; harmonise specs and SLAs.
- Promotions: rebid/consolidate top suppliers into a regional roster; cap third-party markups and reset retainers.

Expected Impact:

- $0.62M–$1.11M annualised run-rate improvement, with early benefits from compliance controls.
- Reduced supplier count, clearer accountability, and lower operational risk (consistent scopes, SLAs, and commercial terms).

Confidence level:

- Medium-high: controls are largely enforceable through policy/system changes; sourcing outcomes are proven levers, subject to incumbent contract terms, mobilisation complexity, and sustained compliance.

Analysis © 2026 Spendkey Ltd.

Executive Annex – Initiatives Snapshot

Prioritised Recommendation	Scope / Categories	Savings Low	Savings High	Phase	Time-to-Impact	Confidence score	Priority score
EX0 – Enterprise spend governance & maverick-buy clampdown	Facilities PR0 + Promotions PR0	$100K	$150K	Phase-0 (🟢)	0–2 months	4.0/5 (🟢)	4.6/5 (🟢)
EX1 – Facilities soft FM & security consolidation	Facilities PR1 + PR2	$240K	$360K	Phase-1 (🟢)	2–6 months	4.0/5 (🟢)	4.4/5 (🟢)
EX2 – Promotions supplier & agency roster optimisation	Promotions PR1 + PR2	$390K	$780K	Phase-1 (🟢)	2–6 months	3.9/5 (🟡)	4.5/5 (🟢)
EX3 – Structural waste/records & promo governance	Facilities PR3 + PR4; Promotions PR3 + PR4	$240K	$420K	Phase-2 (🟡)	4–9 months	3.6/5 (🟡)	3.8/5 (🟡)
EX4 – Outcome-based technical services & promotions pilots	Facilities PR5 + Promotions PR5	$90K	$150K	Phase-3 (🟡)	6–18 months	3.2/5 (🟡)	3.0/5 (🟡)

Savings figures reconcile directly to the underlying category initiatives.

Analysis © 2026 Spendkey Ltd.

FROM SAMPLE TO EVIDENCE

A sample shows where to look. Six weeks gives you the evidence.

“savings ranges are benchmark-led and will be confirmed through contract/SOW validation, competitive events, and compliance tracking.”

From the sample findings

This sample

1

Spend data

Shows where the opportunity sits and sizes it against benchmarks.

2

+ Supplier contracts

Tests whether agreed rates and terms are being honoured.

Six-week Savings Discovery

3

+ Line-level invoices

Hard evidence: where you pay more for the same thing, duplicate payments and off-contract buying, each traced to transactions.

Analysis © 2026 Spendkey Ltd.

THE SIX-WEEK SAVINGS DISCOVERY

Six weeks. Two hours a week of your time.

1

Week 1

You share the data

Spend extract, contracts and invoices. We clean and classify every line.

2

Weeks 2 to 5

We find and verify it

Our team uses Spendkey to find where you pay more for the same thing. Specialists price each gap to your best rate.

3

Week 6

You decide

A board-ready readout of identified savings, recoveries and cash release, with a costed plan to deliver them.

Then Phase 2, if you choose, with your discovery fee credited in full. Our specialists negotiate and deliver the savings, tracked to sign-off in Spendkey.

RECENT RESULT

£10m+

a year savings pipeline built for a £1bn+ global drinks group

RECENT RESULT

20:1

return on our fees for a global beauty leader

RECENT RESULT

£11.6m

cash released for a European group using Spendkey

GUARANTEED

2× fee

evidenced, or pay nothing

Twice your fee is the floor, not the target.

Evidenced findings worth at least twice the discovery fee, or no fee. If you go ahead with delivery, the fee is credited in full.

Book a 15-minute call

SmartBuyer

Why SmartBuyer, with Spendkey

Specialists who know your categories, and the analytics to evidence every finding.

SmartBuyer finds, verifies and delivers

500+
vetted procurement specialists

250+
categories of spend

Specialists matched to your spend areas, with deep experience of each category and its suppliers.

Trusted by FTSE 100 and Fortune 500 businesses.

Spendkey powers the analysis

£60bn+
of spend transactions analysed

Award-winning, ISO 27001 certified analytics that classify every line of spend.

Every saving tracked through to sign-off.

One team, one fee. SmartBuyer runs the Savings Discovery end to end, with Spendkey's analytics included in our fee.

Book a 15-minute call with one of our founders

Mark Coulson MCIPS, CEO & Founder
mark@smartbuyer.co
07877 794762

Book a call