



buyerquest



## Saudi Aramco solves for Catalog Management and User Adoption with BuyerQuest

COMPANY  
Saudi Aramco

INDUSTRY  
Oil & Gas

HEADQUARTERS  
Saudi Arabia

AREAS SERVED  
Worldwide

ASSETS  
\$10 Trillion

COMPANY SIZE  
200 Locations  
55,000 Employees

### BACKGROUND

Saudi Aramco, the state owned oil company of the Saudi Kingdom, is a world leader in exploration, production, refining, distribution, marketing and petrochemicals manufacturing. Not only is Aramco SAP's largest customer by far, but on many levels, Aramco is the largest company in the entire world. Managing over 100 oil and gas fields in Saudi Arabia alone, Aramco has the largest global oil reserves at 260 Billion barrels and 288.4 Trillion Standard Cubic Feet of natural gas reserves, all of which contributed to their 2014 revenues of more than \$378 Billion.

While Aramco obviously knows the Oil & Gas industry extremely well, their eProcurement experience with SAP was regrettably adverse until they introduced BuyerQuest.



## CHALLENGES

Prior to BuyerQuest, Saudi Aramco was using standard SAP functionality, which had a poor impact on the overall user experience. From a requisitioning standpoint, searching the site was painful for users. Search terms had to be exact (no suggested or related search terms, and no misspellings or typos), or the system could not deliver accurate results. In addition, products included no images, and often times lacked even basic product information such as short description and preferred pricing. Because SAP lacked the ability to place controls on catalog content, the system required constant auditing to ensure end users were seeing only what was promised from the supplier on both a product and pricing level.

## SOLUTIONS

Described by its advocates as “Amazon for Aramco”, Aramco hand-selected BuyerQuest to be the innovative change Aramco was looking for. Aramco chose BuyerQuest even after having evaluated some of the largest players in the space, such as SAP SRM and Ariba (both SAP products). With minimal IT disruption, the BuyerQuest development, design, and implementation took only 9 months from contract execution to “Go Live”.

Today, Saudi Aramco is responsible for over \$1 billion in transactional spend through the BuyerQuest platform each year. The BuyerQuest eProcurement platform is being leveraged not only at the corporate level, but also by users in the field for goods and services, such as liner-hangers. There are currently around 3,000 active users in the system, and approximately 400 suppliers are enabled.

With BuyerQuest’s content-rich, one-stop-shop and predictive search, Aramco now has flexibility within their search and plenty of attributes to filter by, empowering users to find the appropriate goods and services from Aramco’s preferred vendors. All catalog content is now enriched with high-res images, videos, attachments, product relationships, and intelligent forms that drive user adoption and ultimate success for Aramco, with little need for training or change management.

## Saudi Aramco Before BuyerQuest

Catalog Management was a manual process. Suppliers were required to provide catalog content directly to the Buyer, (usually via email or even a physical disc) The Buyer was then expected to review the catalog, determine the change(s) and determine if the catalog would then be accepted or rejected.

Buyers were forced to manually upload catalog content provided by Suppliers.

Visibility into changes made to the catalog was nonexistent.

Search only worked for certain items, if the search term was an exact match.

Users had minimal information and no imagery to determine purchases.

No automated functionality existed for re-ordering items or viewing past purchases.

## ...and After

With BuyerQuest's Supplier Network, Suppliers can now upload their catalogs online and may provide nightly updates. These updates are entered into the system automatically unless they violate any pricing or catalog rules set by the Buyer during implementation. The Buyer can then approve or reject any changes.

Catalogs are now uploaded/maintained by the suppliers, but are controlled by the Buyer.

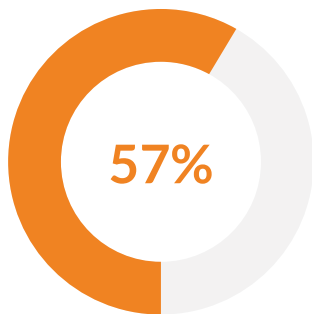
The Buyer can now view and monitor catalog changes according to set rules.

Predictive search, related, and suggested terms have been implemented.

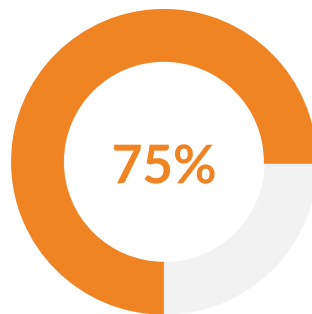
Users have more information to determine purchases, (including imagery), as well as the ability to compare similar items.

Ordering templates enable users to reorder items quickly.

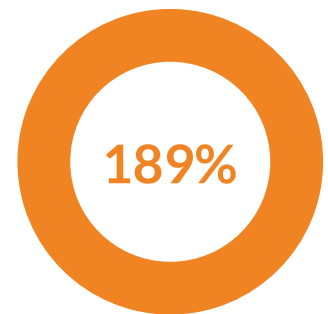
## BUYERQUEST METRICS



Manufacturing based-clientele



Increased invoice processing on average



Estimated ROI (Full ROI in 4 months)



343 W Bagley Rd, Ste 300  
Berea, Ohio 44017  
[www.buyerquest.com](http://www.buyerquest.com)

BuyerQuest delivers a user-friendly eCommerce shopping experience for all goods and services across the enterprise, resulting in greater efficiency and agility at substantially reduced operational costs.