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Top 10 Procurement Consulting/Professional Services Companies - 2019

As businesses adopt numerous strategic changes to meet the evolving business needs, the procurement arena is witnessing a vast transformation. Procurement is no more restricted to achieving low cost for the best value. Today, it plays a more dynamic role in overall business outcomes. To that end, businesses are implementing new technologies and processes to replenish the archaic procurement practices.

Amid the ongoing digitalization of the industries, machine learning and artificial intelligence technologies are set to make a grandiose entry into procurement, bringing better visibility and intelligent assistance in decision-making processes. Data analytics will play a supporting role in the analysis of vendors and suppliers, serving as an important tool in their newly framed digital strategies. As organizations aim to achieve greater transparency in procurement, the procurement teams need to gain expertise in using and maintaining digital tools for positive

outcomes. Brand image is an essential façade for organizations in the age of social media, and as a result, companies are expected to pay close attention to compliance and act more proactively to legal bindings. A harmonious digital presence will ensure smooth workflow execution and improved procurement performance. There are many procurement consulting/professional services companies that are helping firms supplant their traditional strategies with more productive ones.

To help CIOs navigate through the list of procurement consulting/professional services companies, our distinguished selection panel, comprising CEOs, CIOs and VCs, industry analysts and the editorial board of APAC CIO Outlook narrowed down the top 10 procurement consulting/professional services companies that exhibit competence in offering innovative solutions.

We present to you APAC CIO Outlook's "Top 10 Procurement Consulting/Professional Services Companies — 2019."



Company:

TrinityP3

Key Person:

Darren Woolley
CEO

Description:

Leverages evidence-based thinking and design-focused creativity to help enterprises reinvent their marketing processes

Website:

trinityp3.com

TrinityP3

Inducing a Creative Transformation Within Marketing

"We cannot solve the problems we face with the same thinking that created them." TrinityP3 leverages the wisdom within this famous quote of Albert Einstein to deliver all-round marketing solutions for its clients and positions itself among the key players in the global marketing management consulting space. The company identifies that, owing to rapidly evolving technology innovations the prevalent ideas of marketing amongst organizations need to undergo a significant transformation—strategically, structurally and functionally; as well as in the way they interact with external partners and suppliers. With its comprehensive marketing solutions and expertise, TrinityP3 is uniquely able to help marketers to navigate that transformation. "Holding a significant presence in the space for more 15 years, we focus on evidence-based thinking and design-focused creativity to solve the complex challenges enterprises face," says Darren Woolley, CEO of TrinityP3.

Instituted with the dedication to modernizing traditional marketing approaches, the company helps both companies and marketers to find better and more productive ways of working.

The "P3" in TrinityP3 denotes their mission to help 'People' achieve commercial 'Purpose' through creative 'Process.' "Trinity" represents the aspect that they work with three key stakeholders—marketing, management/finance, and agencies/suppliers. Rather than selling off-the-shelf solutions, the firm designs its offerings to eliminate six major marketing challenges that enterprises face: aligning marketing performance to management objectives, ensuring delivery of value across owned, earned, shared and paid media, aligning resources both internally and externally, optimizing data and technology opportunities, delivering agile marketing implementation, and integrating marketing into the organization as a sustainable, ethical and responsible business function.

TrinityP3 has found that traditional frameworks to enhance marketing operations are increasingly invalid. Woolley points out that sustainable growth is achievable by redefining a very narrow traditional focus has limited the role, function and structure of marketing within organizations and across the supply and distribution chains as the potential of marketing. Realizing this global need, the firm adopts well-proven methodologies and develops its own specific technology platforms and solutions and deliberately avoids a 'cookie cutter' approach to addressing its clients' specific challenges and problems. In other words, TrinityP3 leverages its energy and resources to define their clients' current marketing stance, identify their problem clearly, and then designing creative solutions according to their marketing needs. This ultimately enables the firm to delivers long term, sustainable solutions.

"At our core, we are a creative management consultancy—one with a unique and deep marketing specialism and experience, and we are curious and analytical; challenging and consultative; collaborative and solution focused and totally independent and agnostic in our approach," says Woolley. This culture and process enable them to drive its client engagements and roll out innovative solutions successfully. Being a consultant cohort, TrinityP3 deploys industry practitioners with more than ten years' experience in marketing, media, and advertising, as consultants rather than many of their competitors who send in juniors or graduates with little or no practical industry experience.

Leveraging its creative culture, innate curiosity and comprehensive approaches TrinityP3 strives to keep up its competitive edge by developing novel marketing technology solutions. For instance, TrinityP3's developed an evaluating platform for measuring and managing team collaboration. Also, the company's ScopeMetric™ platform developed in partnership with Farmer & Co allows advertisers and their agencies to define, measure, and manage the scope of work, resources and cost of advertising in real time. Zealous to come up with new tools and platforms around media performance and benchmarking industry capabilities, the firm is currently collaborating with industry associations, media research and technology companies, as well as universities. ACO



Darren Woolley,
CEO