GoDaddy

Case Study with Sievo

Sievo

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GoDaddy powers the world's largest cloud platform dedicated to small, independent ventures. With +17 million customers worldwide and 73 million domain names under management, GoDaddy is the place people come to name their idea, build a professional website, attract customers and manage their work.

The challenge

GoDaddy wanted to create a spend cube to gain visibility over their spend and get a reporting tool that helps them improve cash positions.

GoDaddy was also focused on having their savings and spend linked together & planned to harmonize their savings and spend efforts.

Results

Key Figures:

$ 50M	$ 10M	95 %
Identified Savings	Working Capital improvement	Spend Classification Accuracy

Reporting outputs are utilized and trusted across the whole organization GoDaddy linked their spend to savings utilizing data from various sources Sievo is used to rapidly gain procurement value with new acquisitions.

Solution

GoDaddy evaluated various solutions and ended up with Sievo as the solution offers a highly functional and automated combination of spend analytics and cost savings in a well-integrated platform. The solution offered ease of use, automation and adaptability matching GoDaddy's requirements.

During the 6 week implementation project, Sievo was able to demonstrate their flexible approach in implementing the solution to suit client's needs, leveraging the time difference with Sievo teams working in Finland & US, delivering great results that exceeded expectations.

GoDaddy continues to rapidly expand their operations and Sievo is always brought in to new businesses to enable spend visibility and to harmonize global procurement processes.

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Since implementation of the Sievo platforms for Spend and Savings tracking, the ability to manage the Procurement area has become much easier. At the click of a button I have significant and valuable information at my disposal. Excellent tools for anyone in the Procurement function. I have looked at other alternatives and none offer the same level of functionality I require."

KEITH TICE

Vice-President,
Chief Procurement Officer
GoDaddy

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What I found with Sievo is a very intuitive, highly functional and well automated tool that combines both the spend analytics and cost savings platform in a well-integrated system. Ease of use and automation are essential in functionality. The adaptability of the tool to GoDaddy requirements has been outstanding."

KEITH TICE

Vice-President,
Chief Procurement Officer
GoDaddy

About Sievo

Sievo is a leading procurement analytics SaaS-based solution company that provides spend visibility, but also goes way beyond that. We help our clients identify opportunities, translate these opportunities into projects, embed created value into budgets and ensure that savings truly hit the bottom line. We speak the language of procurement and we translate numbers into the financial view.

Our solution is used by thousands of users in best-in-class procurement organizations, such as Deutsche Telekom, Levi's, ISS and Kellogg's. With our clients, we don't stop at backward-looking reporting but deliver more by creating forward-looking forecasts and comprehensive analytics. We combine internal information with external data sources. With Sievo, human input and machine learning technologies are integrated together. In short, we translate procurement data into dollars.

Since our founding in 2003, we have experienced rapid, profitable and self-financed growth. Currently we employ more than 100 professionals and have offices in Europe and US.