

PROVEN SAVINGS WITH SYNERTRADE E-AUCTION ACCELERATE

Accelerate Auction is known as one of the best solutions in the world for managing reverse auctions online. These auctions can be run on a stand-alone mode or fully integrated into the RFP process thanks to the native connection between the Auction Solution and the Accelerate RFx Solution.

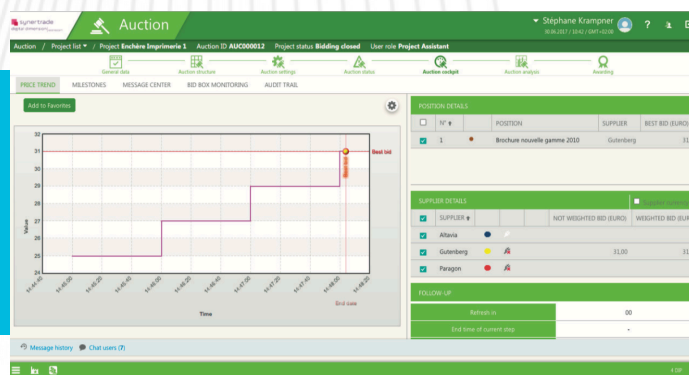
Accelerate Auction allows your suppliers, wherever they are in the world, to join in the competition and offer you their best on a very short timescale. The online auction allows the buyer to truly compare the supplier bids and consider the Total Cost of Ownership (TCO) rather than simply the price.

Choosing from the nine types of reverse auctions offered as standard by our solution, like the 'English', 'Dutch' or 'Japanese' auctions, you can refine your negotiation strategy and therefore optimize your savings after a RFx. You will get a quick, easily calculable and significant return on investment.

Synertrade also offers a set of support services for your auctions: from simply tracking the event to taking complete responsibility of your negotiation, as well as training suppliers, our auction experts will give you all the benefits of over 15 years of experience in reverse auctions within different business sectors.



Outstanding results, exceeding all our expectations! The greatest part was the interest and support received by the whole team.



Category Expertise & Sourcing Process Experience

- ✓ Provide specific category knowledge to buyers with limited experience.
- ✓ Review current practices in country and encourage the use of structured process.
- ✓ Assist with strategy around the RFP process to properly prepare for the auctions.
- ✓ Show the buyers with less experience, how to source new vendors, previously unknown to them.







Market Knowledge, Engagement & Trust

- ✓ Establish a "trust advisor" status, based on respect, shared experiences and market knowledge.
- ✓ Ability to fluidly work in on-site language, which is highly important in various regions, as well as knowledge of the culture.
- ✓ Open discussions about market strategy and vendor strategy to help view alternatives not thought of for respective categories.

Auction Strategy Creation

- ✓ Review current category projects, ensure that RFI/RFP stages are properly done and work with buyers on tailored auction strategies for each project.
- ✓ Show what is possible with vendors and how to push the envelope on pricing, contracts and strategies to improve results.
- ✓ Push back when projects were not ready, due to lack of date, improper 7-steps or RFPs incomplete.

AUCTION SAVINGS BY CATEGORY PER REGION

	Category	Canada	Mexico	Chile	Central America	UK	China	Japan
	Construction Equipment	45%	17%		23%	15%	23%	46%
	Construction		11%		3%			
	Fixtures Equipment	45%	19%		28%	15%	22%	46%
	Maintenance Repair						30%	
	Corporate Services		1%	7%	11%	1%	21%	24%
	Human Resources			7%	11%			
	Loss Prevention		1%			1%	27%	
	Travel						8%	24%
	Information Technology	25%	55%	3%			37%	
	Hardware	25%	46%	3%			33%	
	Telecommunications		64%				46%	
	Logistics	11%	24%	13%				
	Distribution	20%		13%				
	Fuel Related Fluids	1%						
	Transportation	21%	24%					
	Marketing	56%	26%					
	Media	56%	26%					
	Operations Consumables	16%	18%	21%		14%	16%	
	General Supplies	9%		31%			16%	
	Packing Supplies		22%					
	Selling Supplies	22%	16%	23%		14%		
	Uniforms Personal Protection			8%				