

## Top Regional Sports Governing Body and Ivalua Partnership Characterized by Commitment to Growth and Strategic Procurement Evolution

**A Top Regional Sports Governing Body has revolutionized its procurement organization, driven by a forward-thinking approach and innovative solutions. This transformation is underpinned by a strong partnership with Ivalua, built on shared values, complementary expertise, and a deep alignment of goals and strategic priorities. Together, they continue to set new standards in procurement excellence.**

**The procurement team has been instrumental in the organization's transformation. Their team lead has invaluable expertise with extensive experience as a consultant in developing cutting-edge platforms. Currently, they're leading strategic preparations for a global event coming up in Ireland, ensuring the team remains proactive and at the forefront of innovation and readiness.**

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What we saw at the time of selection was the possibility to adapt the tool to our needs. We didn't have a process, we built it with the Ivalua Platform. The biggest tangible benefits we see is the amount of data that we can handle to drive positive impact to the business. Our decisions are well-informed, pointed and strategic, which would not have happened without the flexibility, transparency and analytics Ivalua provides. ”



Procurement Lead for Top  
Regional Sports Governing Body

### The Organization

The organization collaborates with 55 athletic associations, fostering growth and development across its member networks. Also dedicated to supporting youth and women's teams, it plays a crucial role in organizing and managing competitive events that inspire athletes and strengthen communities.

The Top Regional Sports Governing Body is a large, multifaceted organization that is not just a sports business, but also a service, event, and broadcasting organization with diverse operations such as hospitality and merchandise.

## Their Challenge



*Disjointed activities, limited resources, restricted visibility and effective decision-making.*

Prior to Ivalua, the association encountered several challenges in its procurement business process. The management of activities across various services was disjointed while the resources to execute were slim. Supplier and spend visibility was limited which severely hindered the procurement function from making effective decisions.

The association operates in a **dynamic market characterized by complexity**; their unique needs combine elements of business, service, sport, and event organization. Their operations also include broadcasting, merchandise, and large event management—requiring a diverse range of indirect procurement complexity. Facing disparities between event management services and indirect procurement, they needed a solution designed to address its unique requirements while remaining agile enough to adapt to future challenges and evolving demands.

When they went out to market, they saw enforced standard processes or flexibility without controls that did not support the compliance and complexity necessary in their ever-changing landscape. With a desire for adaptability, they also needed a vendor with an intuitive interface to make it easier for staff to adopt and utilize effectively.

## The Journey



*Successfully implemented S2C and P2P to streamline processes and enhance supplier relationships.*

This association is unlike any other organization, but Ivalua demonstrated a successful history of supporting similar sectors which provided confidence in capabilities and quality assurance.

**The comprehensiveness of the solution** provided them with various sourcing and procurement functions, from contract lifecycle management to purchasing and payments, a holistic view of activities end-to-end which solved for lack of data transparency and roadblocks in workflows.

Adoption of the Ivalua platform began in 2020 where they started with Procure-to-Pay (P2P) processes. They built their processes during implementation and focused on automating and streamlining to improve efficiency and reduce manual errors. Soon after the journey expanded to include Source-to-Contract (S2C).

By 2023, they were able to shift to building stronger supplier relationships and negotiating competitive contracts. Drilling down into supplier risk management and performance, they added assessments and evaluations to address market volatility and disruption, becoming proactive and resilient in their procurement activities.

Throughout their journey, they were able to navigate their complexity at their own pace, growing and expanding with the high-level support of Ivalua and the implementation partner.

## The Value

*Empowering their procurement processes with end-to-end visibility, agile scalability, and strategic decision-making.*

- ✓ **Holistic Procurement Visibility:** The comprehensive solution provides a complete view of the end-to-end business process from sourcing to payment. This end-to-end visibility unlocks data transparency, streamlines workflows and enhances decision-making capabilities.
- ✓ **Supports Growth and Strategic Procurement:** From basic Procure-to-Pay to advanced strategic procurement (S2C), enabling spend analytics and supplier performance evaluations, Ivalua helped the association build stronger supplier relationships and negotiate better contracts.
- ✓ **Adaptability to Organizational Changes:** As they expanded from 70 to 800 employees, Ivalua's adaptable platform allowed for scalable procedures. This flexibility aligned with their evolving needs, ensuring they could navigate complexities at their own pace while receiving high-level support from Ivalua.
- ✓ **Supports Growth and Strategic Procurement:** From basic Procure-to-Pay to advanced strategic procurement (S2C), enabling spend analytics and supplier performance evaluations, Ivalua helped the association build stronger supplier relationships and negotiate better contracts.
- ✓ **Configurability and User-Friendliness:** They tailored the solution to their unique procurement needs. The intuitive interface facilitated smooth adoption, enabling staff to effectively utilize the platform without extensive training.
- ✓ **Sustainability:** The association enabled informed, strategic procurement and collaboration across business units. This shift allows them to assess carbon emissions and establish environmental goals, leading to a more sustainable procurement policy and practice.
- ✓ **Streamlined Risk Management:** With Ivalua's risk management tools, they have streamlined its supply chain operations, facilitating valuable discussions on process improvements and enhancing overall operational efficiency.
- ✓ **Elevated Processes:** The association is focused on establishing stronger KPIs to measure procurement effectiveness, moving from basic transactional tasks to a more strategic and analytical approach, supported by Ivalua's commitment to data-driven decision-making.

## Scale & Impact Metrics

1,200+

Suppliers

2,000

Avg 2,000 POs per month

2,000

Avg 2,000 invoices per month

~150

Processing ~150 contracts per month

~EUR 40M

Managing ~EUR 40 M in contracted spend

## Solutions Selected



Supplier  
Management



Sourcing



Contract  
Management



eProcurement



Invoicing



Payments



Spend Analysis

## What's Next

*Further improve analytics, sustainability and overall procurement performance.*

- ✓ Improving spend analytics for more informed strategic planning, they emphasized collaboration with business units to impact events at a whole new level.
- ✓ New environmental goals to track progress, assess supply chain decarbonization and eliminate supply chain risk.
- ✓ Establish stronger KPIs to measure the effectiveness of their procurement team, indicating a move toward a holistic view of procurement's performance. This shows a progression from transactional tasks to more strategic and analytical operations.