

NATURE'S BOUNTY IMPLEMENTS ORACLE SOURCING AND DRIVES PROCUREMENT EFFICIENCIES WHILE ACHIEVING ROI



Industry

Retail

"Deploying Oracle Sourcing via Data Intensity's SaaS support model allowed for a rapid return on our investment and played a key role in achieving our annual savings objectives."

George Zullo
VP, Global Procurement,
TNBC Inc.

About the Customer

The Nature's Bounty Company Inc., together with its affiliates (collectively "TNBC"), is the leading vertically integrated manufacturer, marketer, distributor, and retailer of a broad line of high-quality, value-priced vitamins, nutritional supplements, and related products in the United States, with operations worldwide.

TNBC has manufacturing facilities in Canada, the United Kingdom, and the United States and produces and packages capsules, tablets, and liquids under a number of well-known brands as well as private-label brands.

TNBC offers products marketed under a portfolio of brands, including Nature's Bounty®, Puritan's Pride®, Holland & Barrett®, Sundown®, MET-Rx®, Worldwide Sport Nutrition®, American Health®, GNC (UK)®, De Tuinen®, SISU®, Solgar®, Home Health®, Ester-C®, and Natural Wealth®. In addition, TNBC enjoys long-standing relationships with several domestic retailers, including Wal-Mart, Costco, CVS, Sam's Club, Walgreens, Kroger, and Target. TNBC's principal executive offices are located in Ronkonkoma, New York.

Customer Challenge

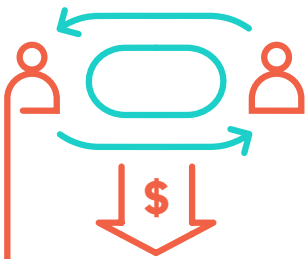
In 2012, TNBC had no common IT infrastructure, recognizing only SAP or Oracle, with scar tissue from a previous SAP engagement. Their newly developed procurement practice was immature and decentralized and had resource constraints. These circumstances prohibited TNBC from containing costs and enforcing compliance.

TNBC could not achieve the sourcing and procurement benefits that the business was looking for. TNBC, the largest nutritional supplement manufacturer and distributor in the U.S., needed to deliver savings — fast. TNBC was also using an app for iProcurement approvals, which was proving to not be attractive as a buying solution.



Results

Since implementing Oracle Sourcing and utilizing Data Intensity's Procurement Concierge services in June 2012, TNBC has applied accelerated adoption and realized cost-savings opportunities of over \$102MM.



Data Intensity Solutions

TNBC implemented Oracle Sourcing to drive procurement efficiencies and savings. The modules provided the tools and processes to allow TNBC to contain costs and achieve the savings of a mature procurement group.

By offering a better solution, rapidly deployed and competitively priced, Data Intensity was selected to implement their cloud-hosted Oracle Sourcing module. Data Intensity provided a quick solution for an Oracle-centric ERP that met TNBC's infrastructure requirements.

By using Oracle Sourcing in a cloud/SaaS model, TNBC procurement acquired the advantages they needed to deliver savings, while protecting the longer-term integration objectives with the ERP architecture of the core business. Also, with Data Intensity's Procurement Concierge services, TNBC was able to apply accelerated adoption and savings realization.

Data Intensity ensured that the TNBC staff was fully comfortable with the platform so that they could effectively run their own eSourcing projects. The training program involved running buyer workshops and test eAuction events with the buyers, along with providing ongoing guidance, event support, and proactive advisory services to make the TNBC sourcing team confident in their abilities using Data Intensity Oracle Sourcing.

Through these efforts, Data Intensity has been able to drive improvement in TNBC's procurement strategy, supplier management, and bid-day management. Since the transition to Data Intensity, TNBC's events have run smoothly and professionally, with increased supplier satisfaction and stellar knowledge transfer within the TNBC procurement team.

In December 2014, Data Intensity's Easy iProc and Branding was implemented. Easy iProc provides an alternative user interface of Oracle iProcurement for casual users that looks and feels more like a consumer-type website, helping improve user adoption and increase user productivity.

In 2016, TNBC purchased functional and technical services for Easy iProc to provide end-user ease of use. Using a combination of Oracle technology and deep procurement expertise, Data Intensity has provided TNBC with continued enhancement services for Easy iProc, including the creation/development of UPK training documents/processes.

The Data Intensity Difference



Significant Identified Cost Savings

Through Data Intensity's Sourcing Concierge Services, TNBC has run over 100 RFX events annually and manages ~1,000 suppliers since implementing Oracle Sourcing. Through these events, TNBC has identified over \$102 million in cost-saving opportunities in the last six years.



Rapid Deployment of Events

Before implementing Oracle, sending RFI/RFQs was a manual process that involved Excel spreadsheets and email that took up to eight business days to complete. Now, TNBC can create and disseminate events within a single business day.



Maximized System Use

TNBC has leveraged Data Intensity's consulting services to learn the best ways to apply the application's features to their processes. The Data Intensity team is uniquely qualified to provide support in the areas in which TNBC most needs it, from administration and training to category definition and data scrubbing.