

## Zebra Technologies Streamlines Strategic Sourcing

For over 50 years, Zebra has been a leader and innovator in the technology space. Its tracking technology solutions give its customers real-time visibility into everything from products and physical assets to people. The public company (NASDAQ: ZBRA), which is based in Lincolnshire, Illinois, has a broad global scope. Between its nearly 120 offices, spread across 45 countries, it employs about 8,200 people.

Zebra Technologies' vision is to enable every asset and worker to be visible, connected and fully optimized. By delivering on that promise for decades, the company has earned countless awards, accolades, and appreciative customers.

### Challenges

Zebra's solutions make businesses smart and connected — and the company needed an equal solution for its sourcing team. Zebra didn't have a scalable way to process sourcing projects, which left the team working with an ungainly combination of face-to-face negotiations, emails, and disparate spreadsheets. As a relationship-driven department trying to deliver world-class customer service to the enterprise, Zebra's sourcing team needed to get out of these manual processes and into a modern environment that could truly empower them to do that. Over the years, the team had deployed other tools — and the consensus was that they were difficult to work in and ultimately hindered processes. The team sought a simple solution that would give them a complete view of sourcing and procurement activities.

### Why Workday Strategic Sourcing

It took one demo of Workday Strategic Sourcing<sup>1</sup> to convince Zebra that this was a solution that would deliver on its promise. Virgil Stoica, Global Sourcing and Procurement Manager at Zebra, notes, "Zebra came away very impressed by Workday Strategic Sourcing's platform. We were particularly struck by Workday Strategic Sourcing's clean user interface and the fact that it was robust enough for our needs, so we could start getting value out of it from day one." Of course, seeing is believing, so the team put Workday Strategic Sourcing to the test. They had been working on a complicated RFP, so they decided to publish and send it out to suppliers via Workday Strategic Sourcing. After all, what better way to determine if Workday Strategic Sourcing was worth its salt than to see how it handled a particularly troublesome sourcing event? Over a dozen suppliers received the complex RFP through Workday Strategic Sourcing's cloud-based platform.



#### Overview

- Customers the retail/ ecommerce, healthcare, manufacturing, transportation & logistics, and public services industries
- 120 Offices in 40 locations across the globe
- 8,200 employees

#### Workday Applications

- Workday Strategic Sourcing<sup>1</sup>

Upon diving into the proposal, they realized that Workday Strategic Sourcing would help level the playing field and increase transparency thanks to features such as milestones, Q&As, and template responses. The result? Each and every supplier managed to submit their responses on time and participate in the RFP — which had not always been the case. Workday Strategic Sourcing made things simpler and more streamlined for both the suppliers' bidding process and for Zebra. Notes Stoica, "Workday Strategic Sourcing took what was a complex RFP process and turned it into a success for both our team and our suppliers. Workday Strategic Sourcing proved that Zebra could really use the eSourcing platform for any RFX."

After the initial test RFP pilot, the Zebra team was immediately up and running in Workday Strategic Sourcing. The solution's collaborative capabilities and stakeholder-friendly interface made it a fast favorite across the business and suppliers alike. As Ammar Al-Rifai, Senior Manager of Global Indirect Procurement Systems at Zebra, said, "In procurement, time is money — so the process must be done quickly and seamlessly. Workday Strategic Sourcing's genius is in its simplicity; it does what it promises and solves the complicated issues." Now that they had established a strong foundation for strategic sourcing, Zebra's procurement team was ready to find more ways to drive bottom-line impact and improve business outcomes across the enterprise.

That's where Workday Strategic Sourcing Pipeline and Intake came in. The team had been handling project requests through a combination of Sharepoint and project management tools, which created a bevy of issues – from version control to timeout problems – and left them reliant on IT support teams to get the job done. Always expanding its product vision for opportunity-based eSourcing, Workday Strategic Sourcing worked with the Zebra team for the rollout of its new sourcing pipeline resource and request modules, Pipeline and Intake. After several feedback sessions to make sure the new additions to the platform were delivering what sourcing teams needed on the frontlines, Zebra launched Workday Strategic Sourcing Pipeline and Intake globally, across the enterprise.

## Results

Zebra already had an all-star procurement team — Workday Strategic Sourcing just empowered them with the platform to drive more impact across the enterprise. Using its simple eSourcing solutions, Zebra now has the ability and the capacity to do more strategic sourcing, seamlessly collaborate with stakeholders and suppliers, and drive greater business outcomes. Using Workday Strategic Sourcing Pipeline and Intake, the team can collect cross-enterprise sourcing requests in one place, which in turn allows them to forecast sourcing events and make budget decisions based on the request pipeline. Says Al-Rifai, "Workday Strategic Sourcing Intake and Pipeline are our one stop shop for sourcing. They give us an unprecedented perspective on planning and forecasting and help us better prioritize projects for the wider business." The time-saving benefits are a big bonus, he continues: "Most companies dread working with procurement because the timeline can be months; with Workday Strategic Sourcing, it's days. No longer are we pushing stakeholders' timelines out; now, we are all on the same platform, collaborating in real-time and substantially reducing the request-to-completion timeline."

“

In procurement, time is money — so the process must be done quickly and seamlessly. Workday Strategic Sourcing's genius is in its simplicity; it does what it promises and solves the complicated issues that other tools just exacerbate.

**Ammar Al-Rifai**  
Senior Manager of Global Indirect  
Procurement Systems at Zebra

Zebra has also seen impressive adoption of Workday Strategic Sourcing across the company. Notes Stoica, “We have a lot more submitted intakes now than we did with the previous system. Before Workday Strategic Sourcing, stakeholders and teams were hesitant to engage with us, but now that the process is simplified and collaborative, it’s a seamless digital experience.” The final cherry on top? “Workday Strategic Sourcing is a tool that team members – not to mention suppliers and stakeholders – actually want to use,” says Al-Rifai. That’s certainly something that everyone can celebrate.

“

No longer are we pushing stakeholders’ timelines out; now, we are all on the same platform, collaborating in real-time, and substantially reducing the request-to-completion timeline

**Ammar Al-Rifai**  
Manager, Global Indirect  
Procurement Systems at Zebra



+1-925-951-9000 +1-877-WORKDAY (+1-877-967-5329) Fax: +1-925-951-9001 [workday.com](http://workday.com)

©2020. Workday, Inc. All rights reserved. Workday and the Workday logo are registered trademarks of Workday, Inc. All other brand and product names are trademarks or registered trademarks of their respective holders.  
Zebra\_Case\_Study\_V2.pdf