

# Simple, easy-to-use, and intuitive eSourcing platform



## Bright Blue Foods



**Bright Blue Foods (BBF) is one of the UK's leading cake and chilled dessert manufacturers, with five bakeries based in the UK and Poland. BBF develops and manufactures an extensive range of high-quality ambient cake products across several different categories including Celebration cakes, fruit pies and tarts, chocolate enrobed cakes, Christmas cakes, and mince pies. Their newly acquired wide variety of chilled desserts extends their sweet treat offerings to include cheesecakes, sponge puddings, and crumbles. BBF's aim is to meet customer demands and deliver the right high quality products to market on time.**

### Consultancy support has been paramount

BBF initially selected Unit4 Source-to-Contract by Scanmarket (S2C) as their eSourcing solution provider due to the extreme efficiency and ease of use of the system. However, what has really been the defining strength of the S2C offering in BBF's case is the agile, multi-faceted consultancy support. S2C's eSourcing consultants are former procurement high-flyers, with a wealth of experience running sourcing events, managing categories, and dealing with daily life in a procurement role, meaning that they fully understand the sourcing challenges and objectives from the perspective of their customers. This is paramount, especially when changes in an organization require immediate, informed, bespoke procurement support from their providers to assist those changes.

Recently, BBF has successfully completed a large-scale M&A initiative, doubling the size of the business.

#### Industry

Food & Beverage  
Manufacturing

#### Location

Headquarters: Blackburn,  
Lancashire, UK

#### Size

Six bakeries — five across  
the North of England and one  
in Poland; more than 2,000  
employees

#### Product

Unit4 Source-to-Contract by  
Scanmarket (S2C)

### Challenges

**After a large-scale M&A initiative doubling the size of the business, Bright Blue Foods' goal was to meet customer demands and deliver high-quality products to market on time.**

“The [S2C] team immediately stepped in to support the overnight surge in sourcing activity by organizing comprehensive training and workshops for the newly centralized procurement team, demonstrating the simplicity, ease of use and intuitive nature of their eSourcing platform.”

**Franco Fraone**

Head of Procurement, Bright Blue Foods

**Training and workshops**

According to BBF’s Head of Procurement Franco Fraone, “The [S2C] team immediately stepped in to support the overnight surge in sourcing activity by organizing comprehensive training and workshops for the newly centralized procurement team, demonstrating the simplicity, ease of use and

intuitive nature of its eSourcing platform.

**Result**

As a result of the instructor’s deep procurement knowledge, expertise, and excellent support, the procurement team quickly adopted the initiative and committed to a very

ambitious project plan of events. Several auctions have now taken place, realizing savings across the portfolios. I would have no hesitation in recommending the [S2C] platform to other organizations which need to quickly and comprehensively take control of their spend and realize urgent cost savings.”

