

## Spend Visibility Enables Orkla to Save \$100 Million

Norwegian conglomerate leverages Zycus Spend Analysis to drive world-class procurement and sourcing results

PRINCETON, NJ., FRANKFURT, GERMANY, June 10, 2009- Zycus, a world leader in [Spend Management](#) solutions, today announced that Orkla ASA, a Norwegian conglomerate, saved 850Mn NOK (approximately 100 M USD) with Zycus' Spend Analysis. With linguistically diverse operations distributed across the globe, Orkla anticipated severe operational challenges to the profitability of its business. Orkla required a solution that would enable visibility across the enterprise to deliver superior, innovative, sustainable and long-term business benefits with measurable results.

Orkla is a 350-year-old conglomerate and one of the largest companies on the Norwegian exchange with approximately 35,000 employees, operations in more than 40 countries, and turnover exceeding NOK 65 billion (approx 10 billion USD) in 2008. Its core businesses are Orkla Brands, Orkla Aluminum Solutions, Orkla Materials, Orkla Associates, and Orkla Financial Investments.

The company also faced external challenges; Orkla's competitors were rapidly increasing their supplier radius and introducing new suppliers from low cost regions. Additionally the general upward trend on raw materials was beginning to impact the company's balance sheet.

"Orkla understood the root cause of their challenges. They lacked spend visibility throughout their business units. Orkla required a single granular view of where they were spending, with whom and how much." says Aatish Dedhia, Zycus' CEO. "Zycus is proud to work with Orkla in enabling them to achieve their business objectives."

"Zycus implemented the solution under extreme time pressures to meet Orkla's overall plan of reducing spend by approximately 850 M NOK by 2008." says Edgar Heitmann, Sr. Project Manager at Orkla ASA. "We continue to realize sustainable savings with Zycus' Spend Analysis solution."

### About Zycus

Zycus continues to deliver on its heritage of providing best-in-class [spend management](#) solutions that are world renowned for delivering an accelerated return on investment through superior user adoption to create Maximized Savings. Zycus' solutions are built from the ground up combining cutting-edge technology and domain expertise, enabling higher performance and sustainable value to organizations worldwide. Zycus provides global spend management solutions to more than 150 leading Fortune 1000 customers that consider spend management software, processes

and technology strategic to their competitive advantage. Zycus Spend Management solutions automate and streamline the processes of [spend analysis](#), [strategic sourcing](#) and [contract management](#).

With more than 150 global proven implementations, Zycus' solutions have emerged as the global favorite. Zycus has more than 250 employees across North America, Europe and Asia-Pacific. To learn more about Zycus, e-mail [information@zycus.com](mailto:information@zycus.com) or visit [www.zycus.com](http://www.zycus.com).

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