

CASE STUDY



Profile

Grupo Prisa is the leading company in communications, education, leisure and entertainment in Spain and one of the most important groups in this sector in the Spanish and Portuguese speaking world.

It has been listed on the stock exchange since June 2000 and employs more than 8,000 people in 22 countries.

It comprises various business units, including El País, Cinco Días, Grupo Santillana, Cadena Ser, etc.

Project background

In order to maintain its leadership position, **Grupo Prisa** believed that it was important to maximise the value that its purchasing function contributed to its bottom line, taking into account its unique characteristics as a large information multimedia group comprising numerous independent businesses.

It therefore established a corporate purchasing unit to support the purchases of materials and services in all the companies in the group.

Grupo Prisa decided that a key aspect of the project would be to implement tools that would allow it to operate with the Group's suppliers with transparency and traceability in order to fulfil the objective set by the Group to establish equitable supplier relations.

Solution

After carrying out an exhaustive analysis of the different tools available in the market, **Grupo Prisa** chose the negotiation module of the FULLSTEP platform as the solution that best matched its needs.

The negotiation module (FULLSTEP GS + FULLSTEP PORTAL) was implemented in the initial phase, for use by the purchasing unit and subsequently to be rolled out to other business units in the Group.

The implementation was supported by Fullstep personnel, adapting the parameters of the platform to the needs of the Group, as well as providing the necessary user support.

Following the implementation of SAP as the corporate ERP in all the Group's business units, Fullstep subsequently collaborated with IBM to integrate the two systems.

From this moment onwards, the FULLSTEP platform became the single negotiation tool for the Group. To maximise its use, training sessions were organised with Fullstep personnel, attended by large numbers of buyers who were trained to use the tool.

In January 2007, **Grupo Prisa** entrusted the maintenance of the supplier portal to Fullstep as part of its strategy to strengthen its relationships with its suppliers.

Success

After the deployment of the FULLSTEP technology, savings started to arise. At present buyers from the whole Group, including those from Latin America, use the FULLSTEP tool for their negotiation processes.



<http://areadecompras.prisa.es>



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