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**OEM Parentage + Reseller Purchasing = TruSpend™ with your Vendors**

Fellow InCighters,

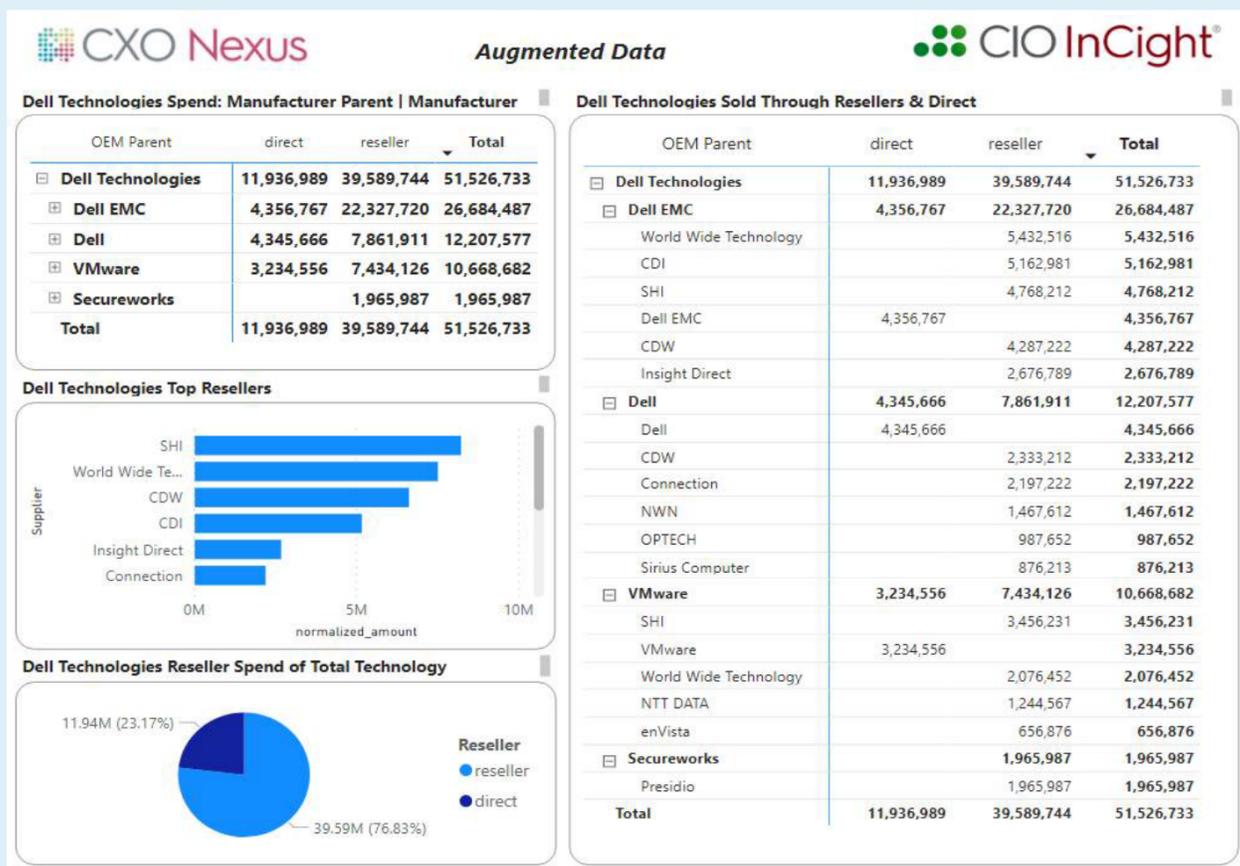
Original Equipment Manufacturers (OEMs) have multiple business units, product lines, and distribution channels which precludes financial reporting systems from aggregating spend accurately and completely. As a result, Procurement, Finance, and IT organizations lack a centralized, automated view of spend. Incomplete and inaccurate spend greatly reduces negotiating leverage and impacts strategic vendor management.

**CIO InCight® identifies a vendor’s total spend, all divisions and subsidiaries, and whether purchases are made direct or through a reseller. CXO Nexus provides leverage to strategically reduce expenses and consolidate suppliers.**

Software costs, especially SaaS, can grow at an extraordinary rate as companies invest in new technologies that can be easily implemented. Business Intelligence (BI) tools are a textbook example. Strategic sourcing opportunities are wasted by IT, Finance and Procurement organizations not having a centralized view of spend at the product level and by the Cost Center/ Department making the purchase. Pre – CXO Nexus our client spent hours creating manual, point in time reporting but found their financial systems not able to deliver the needed visibility due to data quality and lack of intelligence to classify and categorize the spend, especially when purchased via resellers.

**CIO InCight provides companies the ability to identify at the product level the aggregated spend by either supplier or manufacturer by querying their AI & ML based Augmented Data. Even if purchased through a reseller or outside of the technology organization.**

The example below highlights spend with Dell Technologies by division, subsidiary, and how purchased (direct or via reseller) derived from querying the Augmented Data created by the CIO InCight AI & ML engine. It is the go-to source for automated, repeatable visibility into vendor spend – no FTEs required and compatible with all financial systems.



CIO InCight captured the full \$51.5M of spend which strengthened negotiation leverage with Dell Technologies and its myriad of resellers which facilitated supplier consolidation.

Prior to engaging CXO Nexus the client queried their AP system and could only get line of sight on direct spend with Dell for \$4.3M. The Dell EMC, VMware and Secureworks spend was not identified and none of the \$39M+ of reseller spend was included. As a last resort they had to ask Dell what they had spent... where is the leverage in that?

**Use Case:**

In this clip, NASDAQ discusses how the “OEM Parentage: Know The True Spend” enabled by CIO InCight aids in identifying total spend for large and complex global vendors.



[View more Nasdaq Use Cases](#)

**Have questions?**

We can help you in researching specific vendor spend. Send an e-mail to support to request assistance from a Customer Success representative .

Your feedback is welcome on the InCight Insider at support@cxonexus.com.

Visit CIO InCight at: <https://app.cxonexus.com/#/signin>.

If you have issues signing in contact us at support@cxonexus.com.



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