



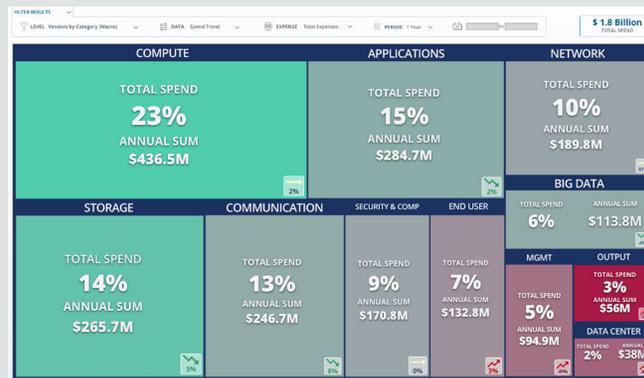
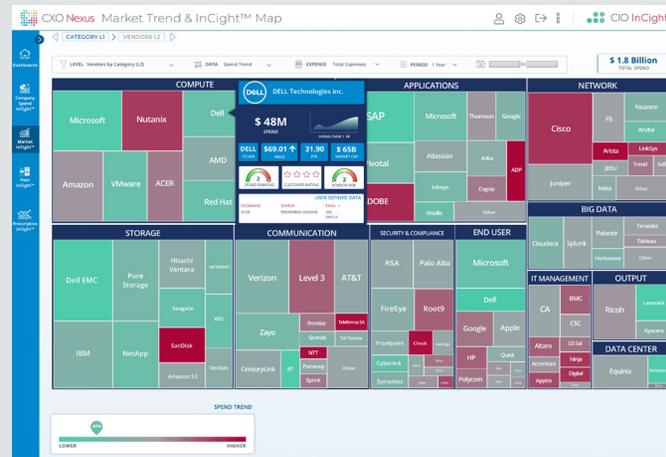
CLIENT

About Nasdaq: Nasdaq (Nasdaq: NDAQ) is a global technology company serving the capital markets and other industries. Their diverse offering of data, analytics, software and services enables clients to optimize and execute their business vision with confidence.

CATALYST

Nasdaq's large transaction volume, high frequency of purchasing through resellers, and lack of functionality from legacy financial systems resulted in poor visibility into Information Technology (IT) Category and Vendor Spend. In addition, the ability to collaborate with key stakeholders on the Vendors in use and the associated spend was paramount.

The CXO Nexus Intelligent Fusion Engine® applies AI and Machine Learning to clean, classify and categorize Nasdaq's Vendor Spend. Delivered via the CIO InCight® Dashboard, real time vendor spend data is now embedded in the workflow of Nasdaq's IT, Finance, Sourcing and Executive Leadership teams.



OUTCOME

SOLVED THE RESELLER CONUNDRUM – The Vendor TruSpend® provides a complete view of all-in spend with the OEM, thereby eliminating the obfuscation of purchasing indirectly, reducing risk & affording cost optimization.

TIME SAVINGS - What used to take 2 - 3 days of manual, often error prone processes to try and get a sense of what was being spent with a single IT vendor, is now accessed in an automated, intuitive solution. Nasdaq “points and clicks” to access spend with OEMs in real time.

SYSTEM OF VISUALIZATION - Showcasing Vendor relationships in the Dashboard by overlaying Nasdaq's meta data, has led to widespread usage. For example, color coding the publicly traded Vendors by Exchange listed is leveraged for “Balance of Trade” and acts as a lead generator with the private companies Nasdaq transacts with.

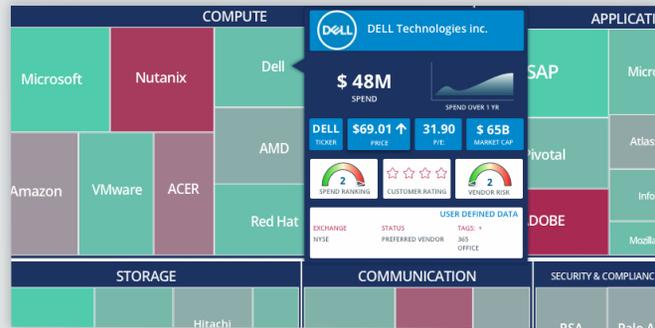
COLLABORATION PLATFORM - Nasdaq's IT, Finance, Sourcing, Business Development and C suite leverage CIO InCight® as a single source of truth for increased and clearer communication. Up to the minute Category and Vendor Spend, that shows trends over time, is instrumental for: acquisition & selection strategy, cost containment, consolidation and a proxy to track change.

Powered by:



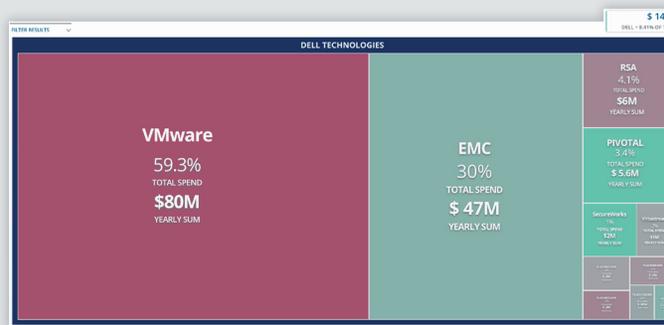
1 CLICK FOR VENDOR SPEND

The real time dashboard can be used as a collaboration platform to increase communication and allow for a single source of truth.



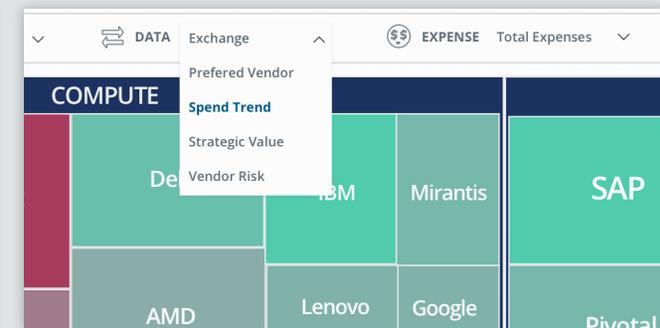
VENDOR TRUSPEND®

Ability to drill down for details of individual purchases for each OEM with one click affords leverage, No more pulling and consolidating all information manually.



SYSTEM OF VISUALIZATION

Easily display business relationship and dimensions like vendor risk and diversity scores, strategic ratings.



LEARN MORE

[DOWNLOAD OUR InCight® Paper](#)

[BROWSE INDUSTRY RESOURCES AND ARTICLES](#)

Find out how automated InCight® Dashboards help fund innovation, optimize spend and foster collaboration.

[CONTACT US TO LEARN MORE](#)



CXO Nexus applies AI and Machine Learning to automating the daunting tasks of classifying, normalizing, and categorizing your spend data. As an agnostic SaaS solution, ingesting data from and making available to all financial software, a stream of clean and organized data is delivered. Organizations can now control costs, more effectively manage their vendor relationships and leverage a platform designed to enable collaboration across the business via intuitive near real time access to spend data.