

Achieving Cost Savings through Strategic Vendor Negotiation

Company Name: Universal Robina Corporation
Industry: Food & Beverage Manufacturing
Revenue: \$2.9B
Employees: 10000+



Mission-critical priority

Optimize vendor management and accelerate digital transformation by leveraging Gartner's expert insights, benchmarking tools, and AI-driven innovation strategies.



How Gartner helped

The client used:

- **Contract & Proposal Guidance:** Gartner provided targeted advice on vendor contracts, negotiation strategies, and key metrics, enabling informed decision-making.
- **Vendor Evaluation:** Utilized Gartner's Magic Quadrant and analyst consultations for in-depth assessment of vendor capabilities tailored to URC's market needs.
- **AI-Driven Innovation:** Supported the implementation of AI in product development, dramatically reducing time-to-market and enhancing customer engagement.



Outcome

With support from Gartner, the client:

- **Cost Optimization:** Achieved 485K in savings through strategic vendor negotiations.
- **Accelerated Innovation:** Reduced product development cycles from 10 months to four weeks with AI discovery agents.
- **Enhanced Leadership:** Fostered executive learning and team development through Gartner's resources and expert guidance.
- **Improved Vendor Relationships:** Strengthened evaluation and selection processes for digital transformation initiatives.

"Gartner's support has been instrumental in our transformation journey. Their resources and analyst expertise deliver real business value, both for leaders and teams."

— Karen Salgado, CIO, Universal Robina Corporation