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Maersk Scales Sourcing Excellence with Keelvar Sourcing Optimizer & Autonomous Sourcing



The Challenge:

As a global leader in logistics, Maersk faced challenges in its diverse and complex procurement needs. The scale of Maersk's operations demanded rapid and efficient sourcing across multiple categories from direct and indirect materials to raw materials and logistics. However, their existing processes were fragmented and manual, making it difficult to achieve the speed and agility required.



"We simply couldn't keep up with the pace of our business using traditional methods"

Adam Brown, Technology Platform Leader for Procurement at Maersk.

Another pain point was the complexity of logistics sourcing. As Adam explained, *"To compute the optimal scenario of having the right truckers, the right vendors on the right lanes, moving the various different containers, and factoring in customer preferred vendors – it's more than the cognitive capacity of pretty much any human I've met could do with Excel."*

Maersk needed an eSourcing solution capable of handling intricate, large-scale sourcing scenarios while providing opportunities for efficiency and automation.

The Solution:

Maersk partnered with Keelvar to implement Sourcing Optimizer and Autonomous Sourcing to run all sourcing across all spend categories. The solution addressed their needs through two key capabilities: advanced optimization and intelligent automation.

Optimized Sourcing for Complex Categories

Keelvar's sourcing optimization capabilities helped Maersk manage their complex, strategic sourcing events. The platform enabled them to evaluate thousands of bids and scenarios simultaneously, ensuring they achieved the best value across procurement categories. *"Optimization was the number one reason we chose Keelvar,"* Adam shared. *"We needed a solution that could handle our complex sourcing needs and provide the insights we required to make the best decisions."*

Using Keelvar, Maersk structured sourcing events to reflect business priorities. Scenario modeling allowed them to balance cost with sustainability goals, achieving results that aligned with financial and environmental objectives.

Automation for Scalability

Keelvar's automation solution revolutionized Maersk's ability to scale their procurement operations. Intelligent sourcing bots automated routine tasks, allowing the team to focus on strategic initiatives.

"When we started with Keelvar, we ran 200 RFPs in our first month alone," said Adam. *"That level of activity would have been impossible without automation."*

The automation capabilities also ensured consistency and accuracy across sourcing events. This was especially critical in logistics procurement, where even minor errors could significantly impact costs.



The Results

Since adopting Keelvar, Maersk has achieved transformative results, improving efficiency and delivering measurable outcomes.

- 200 RFPs in their first month
- 3,000+ sourcing events in one year
- 30,000+ bidders
- 5,800+ scenarios run
- 60% requests automated
- \$65 BN in spend optimized
- Shorter cycle time – from weeks to days or hours

Increased volume and speed

The platform empowered Maersk to handle unprecedented sourcing volumes. Within their first month, they completed 200 RFPs—a pace that traditional methods couldn't match. *"The speed at which we can now execute sourcing events has transformed our operations. What used to take weeks now takes days, if not hours"* said Adam Brown, Technology Platform Leader for Procurement at Maersk.

Enhanced Decision-Making

Keelvar's optimization tools provided deep insights, enabling data-driven decisions that balanced cost, quality, and sustainability. The ability to compare scenarios ensured Maersk selected suppliers aligned with their strategic goals. Adam explained that;

"Keelvar empowers us to handle massive datasets, optimize supplier selection, and make data-driven decisions in ways that simply weren't possible before"

Improved Efficiency, Agility and Scale

Keelvar enabled Maersk to scale without compromising on quality. By combining optimization and automation, they can manage high volumes of sourcing events with ease. In a fast-paced industry, Maersk can now adapt quickly to market demands. *"We're no longer held back by manual processes,"* Adam explained. *"We can adapt and execute faster than ever before."*



Better Quality Outcomes

Not only did they improve speed and agility, they improved the quality of their decisions with better outcomes. Sourcing Optimizer's advanced scenario analysis enabled Maersk to evaluate award decisions that they hadn't been able to before. *"We're not just sourcing faster; we're doing it better,"* said Adam. *"Optimization in these categories has made us more competitive and responsive."*

Strategic Focus

By automating routine tasks, Keelvar freed up Maersk's team to concentrate on supplier relationships and high-value initiatives like advancing their sustainability initiatives. It has enabled procurement at Maersk to drive greater innovation and have more of a strategic impact on the business.

A Strong Foundation for the Future

Keelvar's flexible platform provides a strong foundation for Maersk to continue evolving their procurement capabilities. With the ability to optimize and automate across all spend categories, Maersk is well-positioned to meet future challenges and seize opportunities.

Reflecting on the partnership, Adam concluded, *"Keelvar has been instrumental in transforming how we source. From handling complex logistics categories to scaling operations with automation, they've enabled us to achieve things we never*

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