



AI-POWERED SUPPLIER SEARCH

HOW BÜFA AND HOCHSCHULE MAINZ REVOLUTIONIZED
PROCUREMENT WITH MATCHORY

Introduction

This case study explores how BÜFA, in collaboration with Hochschule Mainz, leveraged AI-driven digital procurement through Matchory to streamline supplier search, enhance efficiency, and ensure sustainability. Discover how AI transformed weeks of research into days, optimizing supply chain decisions and setting new industry standards.

Use Case

Suppliers for Chemicals

The BÜFA Group is an internationally active family-owned company in the chemical industry. Operating in three business areas— Chemicals, Cleaning, and Composites — BÜFA offers a wide range of products, services, and solutions. With a strong focus on sustainability, innovation, and quality, BÜFA supplies various industries, including the automotive, food, and cleaning sectors. The company follows a strategic procurement policy to ensure a secure and sustainable supply chain.

As part of a joint research project between Hochschule Mainz and BÜFA GmbH & Co. KG, the focus was on finding new, suitable suppliers for a specific chemical product. The challenge was to identify a valid selection of suppliers within a short period who could meet BÜFA's high logistical, qualitative, and regulatory requirements.

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The results will be incorporated into BÜFA's decision-making processes. The case studies enrich our work through practice-oriented analyses and innovative approaches. The students' findings provide valuable insights to further develop our processes in a targeted manner.

JASMIN BÄUMER

Head of Group Procurement at
BÜFA GmbH & Co. KG



The Challenge

Efficient Supplier Search

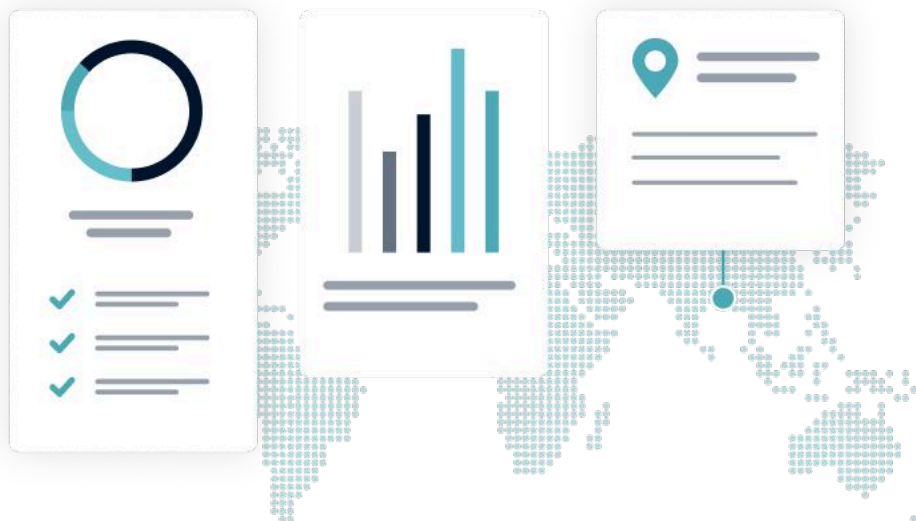
BÜFA follows a multi-sourcing strategy to enhance supply security, collaborate with the right strategic partners, and avoid complete dependency on individual suppliers. For the research project, it was crucial to identify a variety of potential suppliers who not only offer high-quality products but also meet sustainability and economic criteria.

The conventional search for new suppliers was time-consuming and complex due to the opacity of the supplier market and the many selection criteria. An external perspective was also needed to systematically assess previous sourcing decisions.

Status Quo

Analysis of the Existing Supplier Portfolio

Before using Matchory, the project team analyzed BÜFA's existing supplier portfolio. Suppliers were evaluated based on their performance, cost structure, and sustainability standards. This analysis served as a foundation to specifically look for new suppliers who could fill gaps in the current portfolio and provide additional value.



Using Matchory

Impressive Results in a Short Time

Students from Hochschule Mainz used the digital platform Matchory, which enables the efficient identification of suitable suppliers through artificial intelligence and data-based analysis. After receiving training from a Matchory expert, the project team conducted targeted keyword searches to create an initial longlist of potential suppliers. This list was further refined using additional filters, such as geographical location, production capacity, and certifications.

Within just a few days, the team was able to generate a comprehensive longlist of suppliers. Data analysis through Matchory led to the identification of ten highly relevant suppliers who met BÜFA's specific requirements. This shortlist included established manufacturers in Europe. Without the AI-powered platform, this process would have taken several weeks.

Final Results

Creating a Supplier Shortlist

Based on the criteria defined by BÜFA, the initial “longlist” was narrowed down to the following “shortlist” of potential new suppliers, each briefly described:

Supplier 1 – A global chemical corporation with extensive production capacity and the highest quality standards.

Supplier 2 – A specialist in chemical production with a focus on sustainability and environmental standards.

Supplier 3 – A leading manufacturer with certified supply chains and high delivery reliability.

Supplier 4 – Production capacity details and geographical advantage.

Supplier 5 – Sustainability focus and certifications as added value.

Supplier 6 – Specialization in chemical raw materials with excellent logistics solutions.

Supplier 7 – High production flexibility and competitive economic conditions.

Supplier 8 – Efficient supply chains and long-term strategic partnerships.

Supplier 9 – State-of-the-art production methods and innovation in the chemical sector.

Supplier 10 – Strong focus on regional sourcing and sustainability.

Final Results

Creating a Supplier Shortlist

Based on this market analysis and BÜFA's internal evaluation, the company can now refine its procurement strategy for the selected chemical product.

Key Learnings and High-Level Objectives

The project provided valuable insights for future procurement practices:

- ✓ **Efficiency Improvement:** Using AI-driven platforms significantly shortens the supplier search process.
- ✓ **Greater Market Transparency:** Data-driven analysis enabled a broader yet more targeted selection of suppliers.
- ✓ **Optimized Decision-Making:** The availability of extensive data allowed for fact-based supplier selection.
- ✓ **Sustainability and Compliance:** Certifications and geographical requirements were considered from the beginning.

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Collaboration with companies gives us the opportunity to integrate current practical challenges into our work. We aim to provide our students not only with the necessary knowledge but also with the skills to apply it in a practical and meaningful way. They learn this through projects. A heartfelt thank you to BÜFA, Ms. Bäumer, and the participating employees for their support.

PROF. V. WOLLNY

Hochschule Mainz



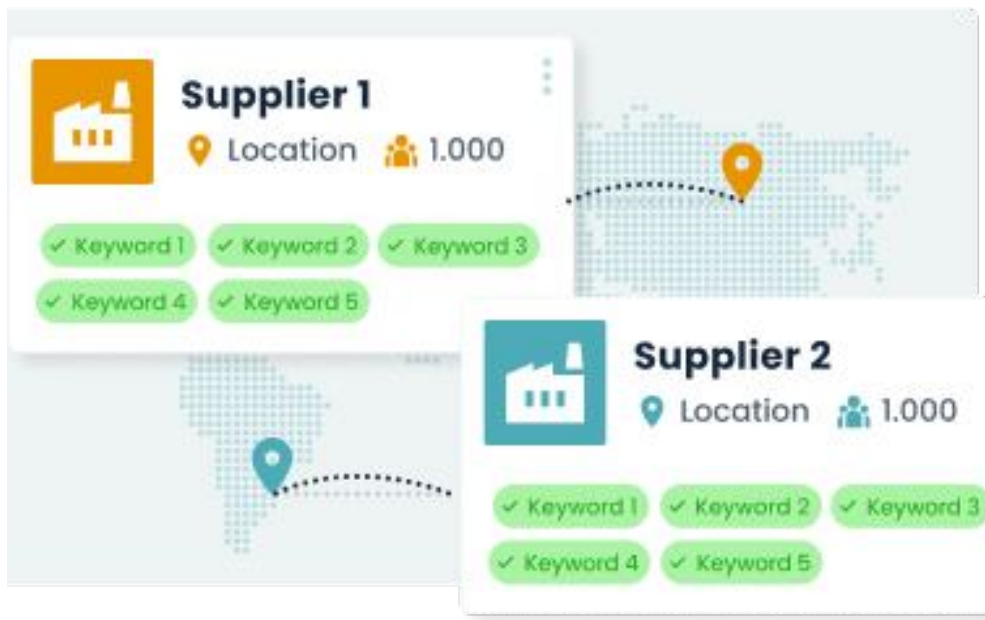
High-level objectives

What were the goals

Reducing Search Time: Identifying suitable suppliers within days instead of weeks.

Cost Reduction: Saving resources through a digitized search process.

Strategic Supplier Base: Establishing a reliable and sustainable supplier structure for future requirements.



Conclusion

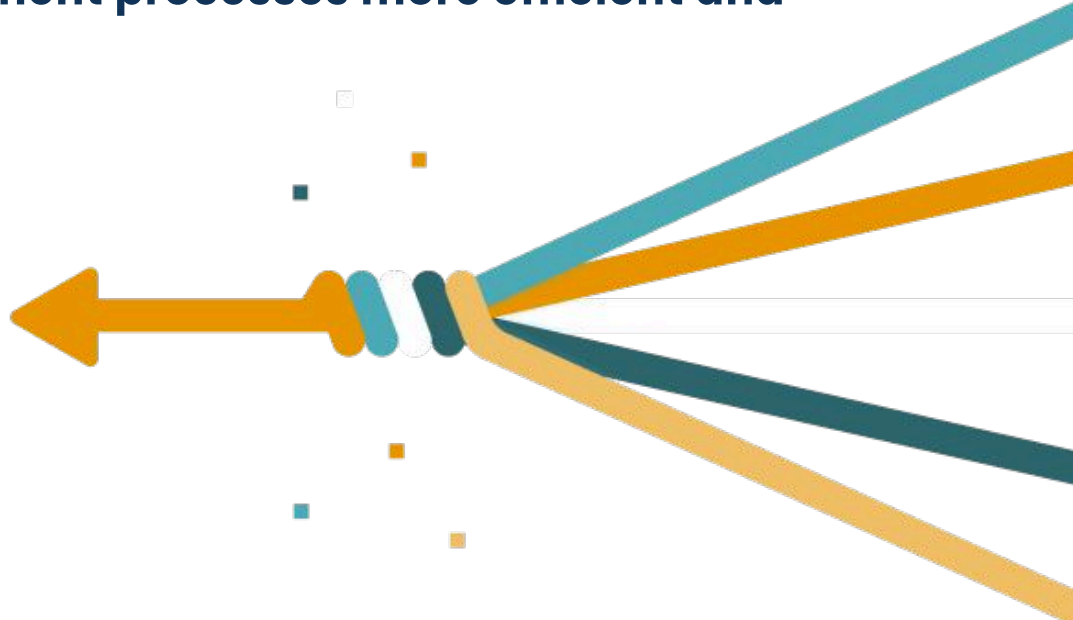
A Paradigm Shift in Procurement

This research project impressively **demonstrates how digital technologies can revolutionize efficiency and precision in supplier searches.**

By using Matchory, BÜFA, in collaboration with Hochschule Mainz students, was able to make a **well-founded and strategically sound supplier selection in record time.**

This example highlights the potential of digital procurement solutions for companies looking to optimize their supply chains and partner with sustainable and economically viable suppliers.

With this successful case study, **BÜFA sets new standards in digital supplier research and showcases how artificial intelligence can help make procurement processes more efficient and targeted.**





About us

Matchory is a leading supplier discovery platform that leverages AI and big data to provide comprehensive, real-time access to millions of supplier profiles globally. By making supplier discovery faster, smarter, and more transparent, Matchory empowers procurement organizations to identify, evaluate, and engage with the best-fit suppliers for their needs, ensuring optimal supply chain resilience and performance.