



# **STRATEGIC PURCHASING TRANSFORMATION**

---

**HOW AI SUPPORTS HEIDELBERGER  
DRUCKMASCHINEN AG IN PROCUREMENT**

---

# Introduction

In response to an increasingly challenging market environment, Heidelberger Druckmaschinen AG (HEIDELBERG) has redefined its procurement strategy — leveraging artificial intelligence to drive efficiency, transparency, and cost savings. The long-established machine manufacturer now relies on digital tools to analyze global supply sources and make smarter, data-driven sourcing decisions.

# Industry Context

## Transformation Under Pressure

---

The printing industry is undergoing a profound digital transformation. Rising cost pressure and ongoing consolidation across market segments require manufacturers to continuously adapt their procurement strategies.

“The days when you could rely on long-standing supplier structures are over,” says a senior procurement manager at HEIDELBERG.

To remain competitive, the company sought innovative ways to improve transparency, efficiency, and agility in supplier management — and found its solution in a new generation of technology-driven sourcing.

# The Challenge

## From Gut Feeling to Data Intelligence

---

By implementing the AI-powered sourcing platform Matchory, HEIDELBERG adopted a data-driven approach to supplier discovery and evaluation. The platform automatically analyzes global markets, identifying potential suppliers based on key parameters such as price-performance ratio, production capacity, and geographic diversification.

The goal was clear: challenge the status quo, identify competitive alternatives, and unlock cost-saving potential in regions offering more efficient supply chain options.

# Using Matchory

## The Impact Was Immediate

---

Matchory automated market screening and supplier identification, allowing HEIDELBERG's procurement team to focus on strategic decision-making instead of manual research. Thanks to intelligent matching algorithms, relevant suppliers were identified worldwide — based on product portfolios, certifications, and delivery performance.

As a result, **time-to-contract was significantly reduced**, paving the way for measurable cost savings.

# Key results

---



Accelerated time-to-contract through automated supplier identification.



Stronger negotiation position with existing suppliers.



Reduced manual workload, allowing focus on strategic tasks.



Improved cost efficiency & sourcing transparency.

# Strategic Sourcing as a Business Imperative

---

“Strategic sourcing wasn’t a luxury for us — it was a business necessity,” emphasizes the procurement team.

With high capital intensity and tightening margins on the customer side, HEIDELBERG recognized the need to systematically leverage every available cost advantage.

Using Matchory, the team refined search strategies, scanned global markets more efficiently, and made better-informed decisions grounded in objective data. In addition to cost savings, the platform provided **greater negotiation leverage** with existing suppliers — a critical benefit in today’s dynamic and unpredictable procurement environment.

# AI as an Investment in the Future

---

For HEIDELBERG, the use of artificial intelligence in procurement goes beyond automation — it represents a **structural shift** toward data-driven strategy and long-term resilience.

The company views the digitalization of strategic sourcing as a key enabler to stay competitive in a fast-moving, price-sensitive market.

“The potential hidden in data is immense — you just have to use it,” notes one project participant.

By integrating AI through Matchory, HEIDELBERG has empowered its procurement team to evolve **from a reactive function to a proactive business partner.**



# Conclusion

---

The case of Heidelberger Druckmaschinen AG illustrates how artificial intelligence is reshaping strategic procurement.

By integrating Matchory's AI-powered sourcing capabilities, HEIDELBERG has not only optimized its supplier base and reduced costs but also strengthened its overall competitiveness and resilience.

The combination of **data intelligence and human expertise** is proving to be the key to sustainable success in the manufacturing industry's digital era.



---

# 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.