

CASE STUDY

## ACCIONA and Sales Layer Connect: a new procurement model with 4 million euros in savings




**ACCIONA** is a global group that develops and manages sustainable infrastructure solutions, with a special focus on renewable energies, transport, water, real estate, urban, financial and social projects. ACCIONA's work processes span the entire value chain, from design and construction to operation and maintenance.

The company has business units operating in more than 48 countries, dedicated to managing all phases of development in highly diversified areas, from solar farms and highways in the United States and Canada to viaducts and water treatment plants in Asia. Recent successful projects include the Dubai Metro, the Cebu Bridge in the Philippines and the OMBÚ building in Madrid.

### The radical transformation of the purchasing model with Sales Layer Connect: a million-dollar impact

Sales Layer has been key in developing the digitalization of the purchasing model in ACCIONA. This process has been huge for their resource management, both in terms of time and operational costs. It has also entailed big benefits by ensuring agile and precise work in the achievement of projects with demanding deadlines and quality controls.

Here are some highlights of the positive impact of Sales Layer Connect in ACCIONA:

-  4 million euros in direct savings
-  3 million euros in operational savings
-  58% more digital purchases in 3 years
-  100% compliance with project deadlines
-  100% compliance with regulations in all purchases
-  6 times lower maintenance costs than other similar systems
-  1.8 Tn of CO2 emissions avoided by using electronic catalogs

### ACCIONA: the challenges of internal procurement management in a global group

ACCIONA's global projects require rigorous departmental cooperation to ensure that development deadlines are met. It is also essential to keep a detailed record of the purchases made in each phase of the project.

ACCIONA's water treatment plant operation and the maintenance department were the first to identify the problems that were affecting the correct development of daily work and the internal management of resources. The teams relied on a working system no longer suited to the needs of a global company with constant challenges that demand ever greater agility and transparency.

It was essential for ACCIONA to resolve the **three obstacles affecting the quality of project management and internal visibility in the company:**

✗ **Inefficiency**

The various teams in the Spanish Water division were relying on obsolete systems, such as an infinite number of Excel documents. This prevented proper recording and access to data in the management of shared projects within the same department.

✗ **Slowdown**

ACCIONA operates in the infrastructure projects sector, where it is critical to manage the purchasing of materials with high turnover and diversification in an orderly and agile manner. Otherwise, projects may suffer delays which can affect the expected costs. The multitude of small purchases were recorded only through PDF invoices, with no control of tracking spending and the supplier network.

✗ **Decentralisation**

The total separation between the purchasing and operations departments also contributed to this lack of communication and clarity in resource management. Purchasing requests always encountered a bottleneck as there was no easy and common platform to add, evaluate and process orders.

## The solution: digitizing catalogs through Sales Layer Connect

The answer to these daily challenges in the water department was obvious: **they needed to digitize the processes through a system better suited to the specific needs of internal purchasing management.**

ACCIONA decided to tackle the challenge of digitizing its suppliers' catalogs and unifying them in **a single platform that would provide transparency to the purchasing and operations departments.**

Sales Layer Connect allows ACCIONA's suppliers to develop a **B2B ecommerce channel through the generation of practical, functional, and affordable electronic catalogs.** With Sales Layer, ACCIONA makes it easier for its suppliers to instantly generate catalogs with all the necessary data fields,



avoiding the costs of generating them from scratch and the errors and omissions of receiving incomplete product information.

The digitization project with Sales Layer Connect in ACCIONA's Water department was developed in two phases:

- 1.- A first phase** approaching large suppliers of industries such as electrical supplies, which already had experience in these work systems through PunchOut.
- 2.- Then, a second phase** of transferring the project to medium and small suppliers that also need to provide digital catalogs and that in most cases do not have specific systems for managing their product information (according to ACCIONA's analysis, less than 20%). Suppliers who do not have digital catalogs cause delays and errors both in collecting and delivering information to ACCIONA and in completing order management and ensuring timely work for the operations department.

The result of implementing Sales Layer Connect in ACCIONA's Water department as the unified way of sharing digital product catalogs for its suppliers has been spectacular:

From 0 digitized catalogs in its procurement network to **more than 50 in 3 years**



## The results of the collaboration between Acciona and Sales Layer

- ✔ **Product information received from suppliers is always complete, up-to-date, and consistent**, including prices and stock, resulting in more efficient work based on faster and more reliable decision-making.
- ✔ **Internal visibility has increased**, with the account managers having options to choose the catalog they want through Sales Layer Connect, with the peace of mind of knowing that all have been negotiated in advance and comply with group standards and agreements. This reduces friction and intermediate steps between account managers and the purchasing department.
- ✔ **The number of purchase requests, exchanges, and returns is significantly reduced**, as all purchases are now managed through a single unified platform. The quality of catalogs managed and shared through Sales Layer Connect increases, ensuring that ACCIONA buyers are always locating the most optimal products for the project.
- ✔ **Maintenance costs decrease**, as the Sales Layer Connect system allows for scalable integration of a large number of suppliers at minimal cost and without the need for ACCIONA to invest in training. This is ensured by the agility of connecting product catalogs in a matter of minutes and without technical knowledge, and by the support offered by Sales Layer through dedicated managers in the onboarding and engagement of ACCIONA's suppliers.
- ✔ **The company's technological leverage is exceeded**, as the flexibility of the Sales Layer Connect system can be adapted to any new needs that may arise for ACCIONA.

“Since we have been working with Sales Layer Connect, we have all the product data grouped together, we have improved the relationship with suppliers and it has increased the internal visibility of the purchasing processes to speed up the completion of projects in ACCIONA.”



**Marta Arias**  
Purchasing Manager at ACCIONA's Water Division

The resounding success in the implementation of Sales Layer Connect in ACCIONA's water department will now lead to more deployments in other divisions of the company.

Electronic catalogs have become an integral part of ACCIONA internal culture, and the role of Sales Layer Connect in this digitization project has been key to achieving lower costs, faster implementation, motivated suppliers, and a better purchasing experience for ACCIONA managers.

## Discover Sales Layer for yourself

Learn more about the impact of Sales Layer Connect at ACCIONA.

Try it for free



[saleslayer.com](https://saleslayer.com)

\* Sales Layer × 