

Damm

“We are businesspeople in procurement, not procurement people in business.

**Eduard Tenas
Procurement Director**

/ABOUT DAMM

Damm is a Spanish brewery company. It is headquartered in Barcelona and employs more than 4000 people around the world. Damm is present in 85 countries and has 14 production and packaging plants.

/THE CHALLENGE

Companies often struggle with obtaining objective market intelligence. In the case of Damm this meant procurement specialist spend valuable time on collecting and validating data in order to make optimal buying decisions. Amongst others, Damm previously used its suppliers to collect commodity intelligence. This provided Damm with a partial view of the market as the data could be framed by the suppliers to their own advantage. Additionally, the market had often changed before the in-house analyses were completed.

Therefore, it was essential for Damm to find an independent source of well-structured and objective commodity market analyses that would facilitate the procurement department to make fast and fact-based decisions. This made Damm turn to the forecasting service where the company has been a subscriber since 2010.

/MINTEC'S SOLUTION

The service provides the procurement department an objective view of the market, which enables Damm to leverage its knowledge to base decisions on facts rather than incomplete market data. This has helped Damm anticipate shifts in commodity markets and thereby reduce and avoid costs. The forecasting tools have been embedded in the department as it is a must for employees to consult the commodity forecasts before making decisions.

Since subscribing to the service, Damm's procurement department has gained a stronger position within the company due to the aforementioned utilization of valid market intelligence. Damm's management has gained increased confidence in the department's use of market analyses, lending it more internal credibility.

/THE BENEFITS

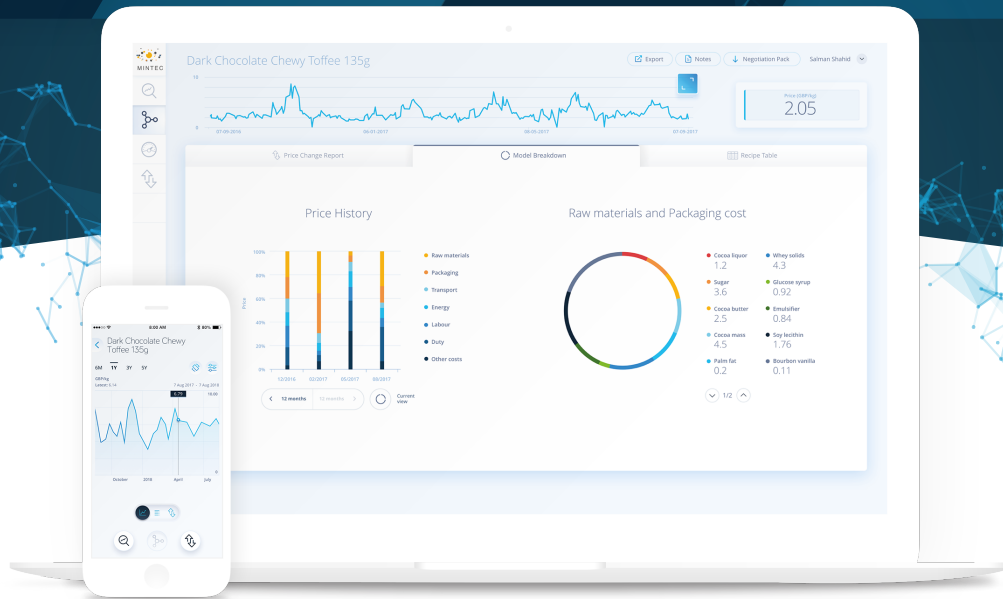
Damm subscribes to the services' Forecast, Academy, Price and Reports modules, which provide users access to a wide range of short- and long-term commodity forecasts, an E-learning tool and streaming of past webinars. The reporting tool enables users to create customized reports that can be distributed to stakeholders, and the Price module is a charting based tool which holds the pricing information of a large amount of commodities.

The company is an independent provider of commodity market intelligence, whose online services support a growing number of companies in achieving a competitive advantage through a superior management of commodity markets. The insights provide users with a holistic overview of key commodity markets and provide tangible forecasts and hedging recommendations, upon which clients can navigate the market.

“ It's really convenient to see the price changes - and monitor the moving averages over time.

Damm

- 1 Because the food products you buy come from different sources & suppliers. **They're exposed to different market conditions.**
- 2 A lack of transparency makes it hard to identify their real cost. **So understanding the real price of raw materials is difficult.**
- 3 But time is limited to prepare analyse for complex negotiations. **Meaning suppliers & customers can't always agree on price.**
- 4 Making informed decisions on price means being mindful of market conditions. **To negotiate successfully, you need to have all the relevant information.**



Mintec Analytics provides retailers & manufacturers with **+15,000 independent global prices** & intelligence tools for food ingredients & soft commodity markets.



PRICE CLARITY

Strengthen your negotiating power with suppliers with instant access to independent market pricing & data to inform competitive purchasing strategies.



MANAGE RISK

View price volatility & understand primary cost drivers to better manage risk, assess supply chain impact & identify more efficient alternatives.



REPORT & ANALYSIS

Self-serve data visualisation tools & bespoke dashboards enhance the way you digest, present & share data with your team or across the wider business.



WIN BACK TIME

View & retrieve data quickly plus simplify & automate complex modelling & analysis with dynamic reports, custom alerts & comprehensive negotiations packs.



UNLOCK INSIGHTS

From supply & demand to currency, interest rates & political stability - get birds-eye view of key drivers across your category of interest. Access historic current and forecast views for each.



TREND MOVEMENTS

Strengthen your approach & inform your longer-term strategies by pinpointing future trends & gaining a better understanding of where the market is heading.