

How to Get the Most Value Out of Your GPO Membership

A play-by-play for maximizing your relationship with Una to source smarter, achieve additional cost savings, and become more profitable.



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Intro

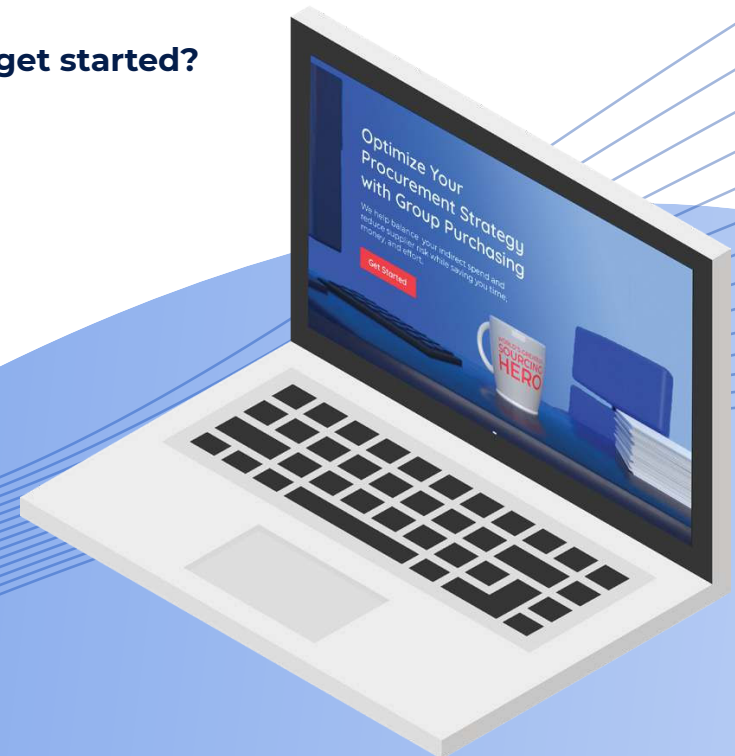
Welcome and congratulations! You've made the important decision to enroll a group purchasing organization to help take your procurement strategy to the next level. This tells us you're a seasoned procurement professional who knows how to deliver cost savings and add good value when you see it.

You're a true Sourcing Hero!

If you haven't signed up quite yet, that's ok. This playbook is designed to show you how to get the most out of your GPO membership so when you do decide it's time to join, you have the tools you need to source smarter, achieve additional cost savings and, ultimately, help your organization become more profitable.

Already an Una member? We're so glad you're part of the family! We strive to be part of your continued success. Feel free to browse the other sections of this playbook but you'll probably find the most value towards the end where we introduce you to our Member Experience Team and delve into the additional benefits you have access to by simply being an active member.

**Ready to get started?
Let's go!**

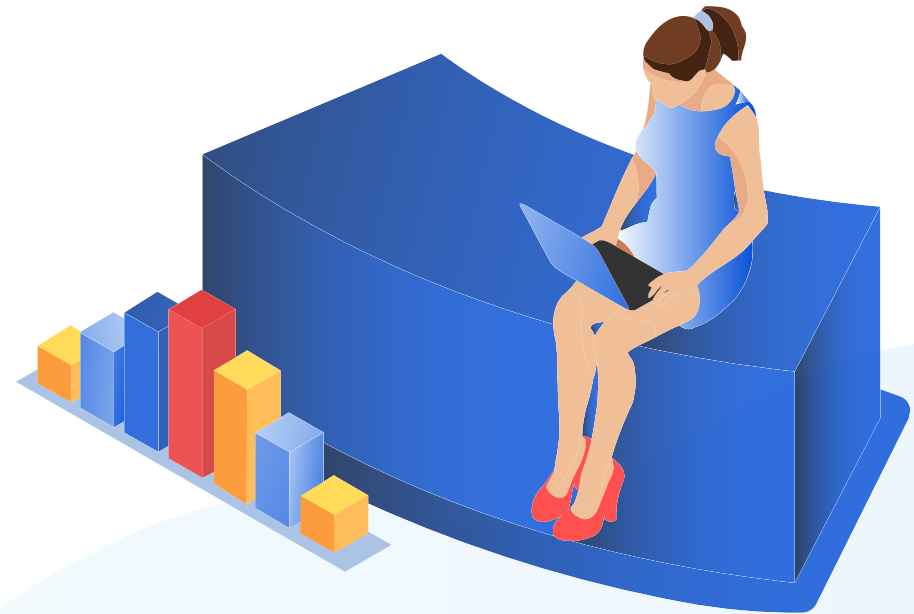


How to Determine if a GPO is Right for Your Business

Some organizations, both large and small, operate haphazardly when it comes to purchasing and spend management. Processes for procuring goods and services are nonexistent, spend is out of control, and there is no sense of trust amongst the suppliers being utilized, leaving supply chains at risk.

Companies are realizing just how necessary it is to establish a comprehensive procurement program in order to streamline the way they purchase. In addition to spend management, a well-rounded procurement strategy is also one that aligns with business objectives, identifies cost savings, builds long-term relationships with suppliers, and, ultimately, leads to profitability.

Could you be successful forming a holistic sourcing strategy on your own? Absolutely, we have no doubt in your ability to accomplish such a feat. However, it takes a lot of time, you may be faced with resistance from internal stakeholders, and you might feel pressure to deliver immediate cost savings. With all of that in mind, there is something to be said for breaking down the process and bringing in additional resources.



If you're trying to decide whether or not working with a GPO is the right move for your business, here are some questions to ask yourself and things you should be thinking about:

1

How big is my team? Is procurement a one-person function or are there a handful of people who can help put your plan into action? What is your team's capacity? This will determine the speed at which you operate and the outcomes you're able to achieve.

2

As a small to medium sized business, which categories do I need to find savings in? How can I save more money if my spend amounts don't warrant discounted pricing? How can SME's benefit from group purchasing?

3

As a large corporation, wouldn't we be better off working with suppliers directly? What value would a GPO bring to our existing sourcing strategy and supplier portfolio?



A group purchasing organization gives you access to more bodies and more expertise, and a staff dedicated to understanding your goals. With more people working to find the best sourcing solutions for your business, you may find that working with a GPO increases your speed to savings and leads to better supplier relationships.

Small and medium sized businesses are most likely in a position to see significant savings thanks to the combined purchasing power of a GPO. The group purchasing organization leverages the collective buying power of its members to negotiate contracts and pricing with suppliers. SME's continue to purchase the goods and services they need to run their business while taking advantage of lower prices.

In some instances, a larger corporation may be better off negotiating their contracts directly with suppliers, especially if it pertains to their direct spend or a highly strategic category. But for categories that fall into indirect spend or a company's tail spend, partnering with a GPO could prove to be a valuable option. Adding a GPO to the mix, even for a single category, could greatly improve your ability to manage your non-strategic spend or tail spend. This would free up your time to focus on other activities like nurturing supplier relationships or focusing on the top 20% of categories, for example.



The GPO's Role

First and foremost, any group purchasing organization you decide to work with should come alongside and complement your existing sourcing strategy as a true partner in procurement.

Group purchasing isn't the end-all-be-all and your GPO should know that. At Una, we advocate for a comprehensive procurement strategy, one that incorporates a number of different sourcing options depending on the organization's current structure, short term challenges, and long term objectives.

In the end, adding a GPO to the mix helps you create a well-rounded procurement function while getting assistance with strategy, contract negotiation, and supplier relationship management. The GPO's main goal should be to provide immediate value to your non-strategic spend and then over time, look for additional ways to provide value in other categories or, better yet, in reporting function, data and supplier transparency, and accountability.

“The right GPO understands that they are a supplement and that they want to come alongside their C-Suite strategy.”

- Anthony Clervi, Managing Partner, Una

The Una Difference

Before moving forward with a GPO partner, you should know that not all group purchasing organizations are created equal. Here at Una, it's our heart, as evidenced by our people, our values, and our community engagement that makes us stand out amongst some of the bigger names in the GPO space. In an industry focused on numbers and contracts, it's easy to get lost in the business of group purchasing.

We've built a team of extraordinary people who have the experience and skill to excel in this business, coupled with the passion and purpose to delight our members and provide tremendous value. We are value-driven, member-centric, partner-focused, and committed to educating, advising, and enabling businesses to achieve tremendous savings.

Everything we do is centered around your success and we view ourselves as an extension of your procurement team. Our job doesn't end at savings, though - it's about more than that. Una acts as a true Sourcing Accelerator. The way we work together is designed to offer you turn-key procurement solutions that empower you to achieve category quick wins, and then move onto the long-term strategies that make your business more profitable.



Here are some of the differentiating products and services available to you once you become an Una member:

Free Membership

At Una, our pricing structure is set up so membership is always free to join and free to use. Every time you purchase through our contracts, we are paid an administration fee by the supplier. In turn, we use the administrative fee to finance our services, allowing us to make and keep membership free for members.

No Membership Contracts or Exclusivities

In addition to never charging a membership fee, Una does not require members to purchase from certain suppliers or commit to a specified purchase volume. Unlike some of the larger GPOs out there, Una membership is also free of contracts and exclusivities. You are free to pick and choose the suppliers that will best suit your needs. As a result, you are in control as a member and our team of Sourcing Advisors is here to provide support every step of the way.

Dedicated Account Managers

The account management experience with Una is nothing short of white glove. At Una, you'll receive a dedicated account representative and a customer experience manager, both focused on building a strong relationship with you and providing excellent service at a pace that keeps everything moving forward. Our strong supplier relationships have resulted in better experiences for our members, with access to an account manager and national account director at each of your preferred suppliers.

Personalized Consulting

If you don't know where to begin, we're happy to help. Our team will help you find any blind spots in your spend visibility. We'll review how your spending is set up and help you figure out whether it's ideal or can be improved. Our experience helps guide our decisions and enables us to pinpoint the areas in which you can save.

Defining Success Together

From day one, we are committed to determining what success looks like for you. We will make sure we're on the same page and know what you need in order to move forward. Once success is clearly defined, we set timelines and next steps, with clear expectations for all parties.

Education

We've found that there is often a gap in the understanding of what a GPO is and how we can save you money. Oftentimes, our first call with a member is explaining who we are, what we do, how we make money, and our strengths so you understand what you're entering into as well as the concept.

Technology

Una can work with you no matter what technology you're using or the complexity. We work with all P2P tools, accounting platforms, analytics tools, and are even ready to help if you have no tools at all.



Spend Analytics & Reporting

Una offers more than just a preliminary analysis and report. Our focus is on partnership, so we work closely with you to truly understand your spend categories, current suppliers, budget, and spend history. We will present a strategic plan and long-term strategy unique to your needs. Our reporting provides visibility that leads to saving time and money. Best of all, Una's analytics and reporting are complimentary (no fees).

Unique Contract Offerings

We have over 2,000 contracts available to our members, and if we don't have a contract for what you need, we likely have a network connection for it and will pursue that contract for you.

Supplier Relationship Management

We are proud of the relationships we've built with our suppliers, and have been told that we're one of the easiest GPOs to work with. As a result, our suppliers treat our members well, and we are able to accomplish our goals faster, more smoothly, and more efficiently.

Regular Reviews

Una provides quarterly or yearly reviews to check in regarding your spend and determine whether there are additional savings opportunities or contracts we can connect you with.

Speed to Service & Responsiveness

Una's "keep it moving" mentality means our team delivers at a pace that sets us apart. We have implemented tools and technology like Drift and Calendly to speed up the process and remove bottlenecks so our members can reach us when they need us. And unlike some of the bigger GPOs out there, if you request more information or wish to speak to someone directly, our Sourcing Advisors will be in touch with you personally within 24 hours.

Personalized and responsive service available when you need it.



The Savings Process

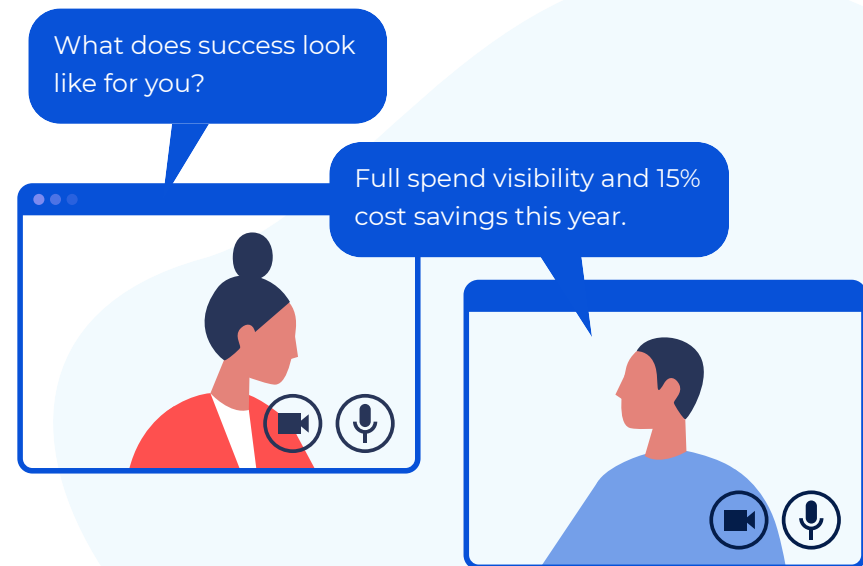
Una is a sourcing accelerator on a mission to increase organizations' profitability quickly using our group purchasing platform. Our sourcing advisors and member experience team are passionate about helping procurement and business leaders save money, time, and effort.

We think we're pretty great, but you should decide for yourself if our process is a good fit. The next few pages will outline exactly what you can expect after signing up.

Discovery Call

After expressing your initial interest to learn more, the first step is to have a 30-minute discovery call with one of our Senior Sourcing Advisors. Think of it more like a two-way interview where both parties can decide if there is potential for a good fit.

Our Sourcing Advisor will ask a series of questions, including what your goals are and what problems need to be solved. The call sets the timeline and potential opportunities to explore. Typically both will have a bit of homework to help the process move forward to the cost analysis, so be prepared to gather up your historical spend data.



Cost Analysis

Our Sourcing Advisors work with you to conduct a cost analysis one category at a time. This is where Una really rises above compared to other solutions. We take over the time and effort that you'd normally put in sourcing in-house or through a consultant.

If you have a list of categories in mind, let us know, otherwise it's common to start with something like office supplies, packaging, or MRO where we tend to be the most competitive. This serves as a way to benchmark your current pricing and assess the value of your contract with a supplier.

Una will send your spend information directly to our supplier base to compare cost and identify potential savings opportunities. If the contract Una has in place would yield additional savings, we can get you connected to those contracts within days or weeks.

In the off-chance that your current contract is a better value, we would advise you stay put until it's time to reassess the contract terms.



Finding and Connecting with Suppliers

The process of finding a reliable supplier and negotiating contracts can take months, if not longer. If you choose to partner with Una, you're choosing us to become an extension of your procurement team. Our job is to help you build and get the most value out of your supplier base. Una's catalog of pre-negotiated contracts are already in place, meaning we've done the heavy lifting in terms of vetting suppliers and negotiating the best-possible pricing for our members.

This means you won't need to reach out to suppliers and handle all of the correspondence that comes along with that process. Based on the information gathered during your discovery call and cost analysis, our Sourcing Advisors will walk you through our catalog of suppliers and recommend those who will best meet your needs.

Our team will facilitate the relationship with each supplier by introducing you to the National Account Manager, if applicable, and assist with any questions you have about the contract. We like to think of it as handing everything to you on a silver platter. Your contracts are ready to go and you get your time back. All you have to do is pick your favorites and start saving.



How to Save More Money, Time, and Effort

Now that you've signed up with Una and have started saving in at least one category, what happens next? Una's ongoing member support will continue to drive home the value you're looking to bring to your organization. Our dedicated Member Experience team is available to ensure continued savings and success, and to guarantee you have a positive experience working with Una.

Welcome to Member Experience

After working with our Sourcing Advisors to connect you to your initial savings, you will then be introduced to our Member Experience Team. The department's top priority is to ensure a positive experience for every Una member during the onboarding process and beyond. The team also serves as the main resource for member benefits, supplier contracts, and additional savings opportunities.

Another key thing to remember is that Member Experience can be your touchpoint for all things customer service and support while working with our suppliers. The team is well-versed in all of our contract terms and can assist should problems arise by communicating with you and the supplier directly.



Continued Success

Member Experience conducts regular reviews and check-ins with each member to ensure they have everything they need to be successful. By keeping a pulse on the needs of each member, the amount they're spending, and which contracts are being utilized, Member Experience is able to identify other savings opportunities and present them to make sure members aren't leaving money on the table.

Year-end spending reports are also available so members have a clear view of what they were purchasing and when, and which supplier contracts they used. To further enhance your experience with Una, performance surveys are sent out on a regular basis to collect feedback and provide insight as to how we can improve our processes to better serve our members.

Referral Program

Una recently launched a referral program to help spread the word about our services. Simply refer a friend to Una so they, too, can save money, time, and effort. For doing so, you'll collect a bonus as a token of our appreciation. As an added thank you, we'll also give the new member a welcome bonus after their first qualifying purchase. Ask your Member Experience representative for additional information and terms and conditions.

Una's ongoing member support will continue to drive home the value you're looking to bring to your organization.

Conclusion

Convinced a GPO is the way to go? Good, we were hoping you'd say "yes!" But really, if you're still not quite sure or have additional questions, please don't hesitate to reach out. The sign up process is quick and painless, and there is no commitment or obligation.

Our team advises starting with one category to prove our process works to deliver the savings and value you're seeking. After that, you can decide if you want to continue working through other categories.

A group purchasing organization helps level the playing field so any sized business can buy like the big corporations out there, especially when it comes to their indirect spend categories.

Don't leave money on the table - join today and start saving money, time, and effort.



**Join today and start saving money,
time, and effort.**

Visit www.una.com/signup to get started.

