



Sourcing & Procurement

Vendor Assessment Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Sourcing & Procurement Outsourcing vendor assessment for 4C Associates is a comprehensive assessment of 4C Associate's sourcing and procurement offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of sourcing and procurement and identifying vendor suitability for outsourcing services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the F&A BPO sector.

Key Findings & Highlights

4C Associates (4C) is a procurement, cost and supply chain service provider headquartered in the U.K. that was founded in 2000 by Peter Marson and Ed Ainsworth with ~\$1.2m of theirs and private individuals' money. The start-up included 16 FTEs and was projected to earn ~\$2.5m by the end of 2003, with \$5m projected for 2004. It focusses on clearly defined cost savings terminology and establishing a pipeline for capturing and valuing savings. Initial clients included AstraZeneca, Boots and Prudential.

In 2011, 4C acquired Key3 Partners which brought in logistics operations and logistics systems improvement capability. In 2014, 4C acquired The Marketing Factor which brought in marketing procurement, marketing effectiveness and analytics, and shared services marketing procurement capabilities. In 2015, 4C acquired ProfitFlo which brought in permanent and contingency labor agency management including integrated workforce analytics. NelsonHall estimates that each of these acquisitions brought in new revenues to 4C in the low seven figures. 4C also gained expertise and tools in several indirect category areas to expand its category expertise capabilities and expand new business services into logistics, marketing and HR departments.

A new CEO, Simon Terry (formerly at IBM), joined in January 2015.



Scope of the Report

The report provides a comprehensive and objective analysis of 4C Associate's sourcing and procurement offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offering and key service components
- Revenue estimates
- Identification of the company's strategy emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, weaknesses and outlook.

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Report Length

9 pages

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