

Innovation with Style:

How Zalando Enhances Procurement with ML-powered Suggestions





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Key Zalando Principles



**Customer
centricity**

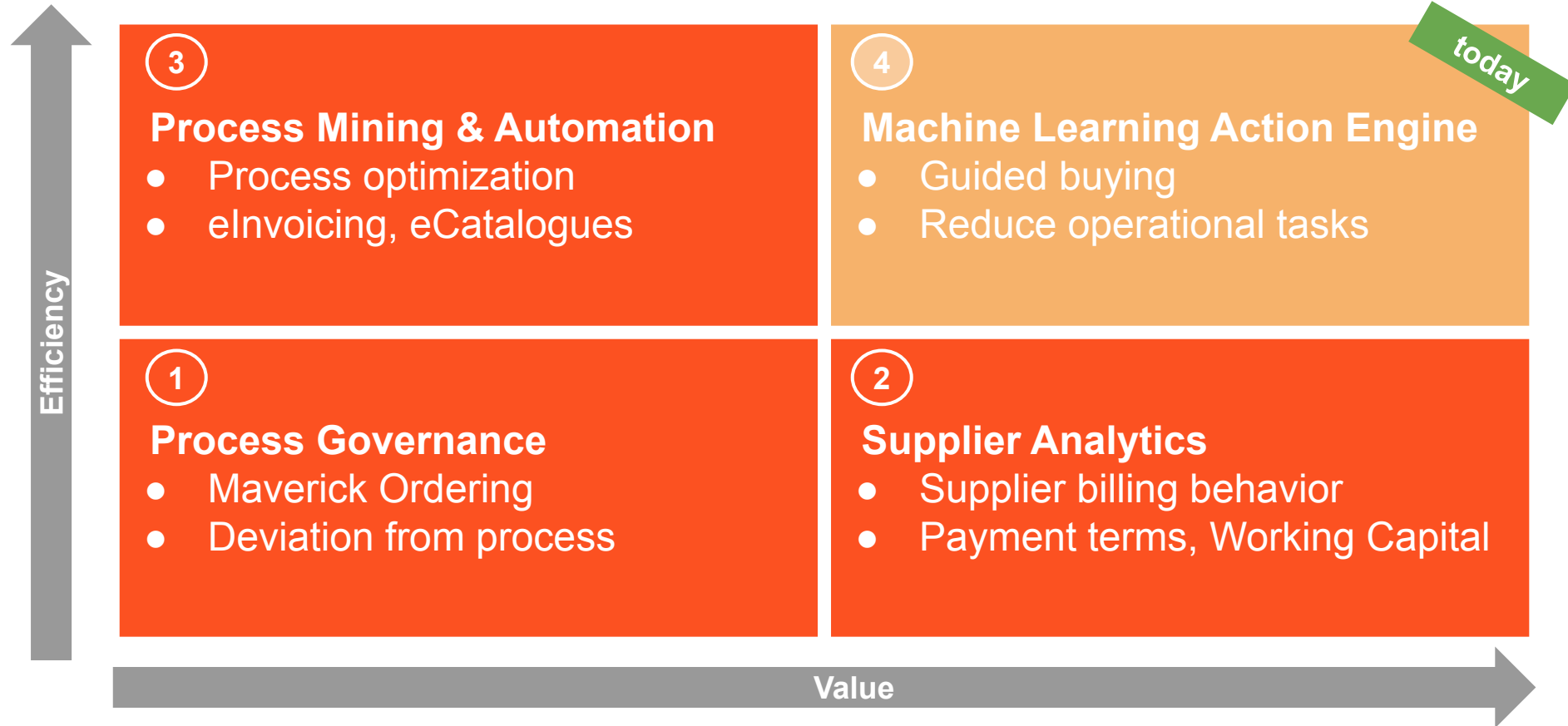


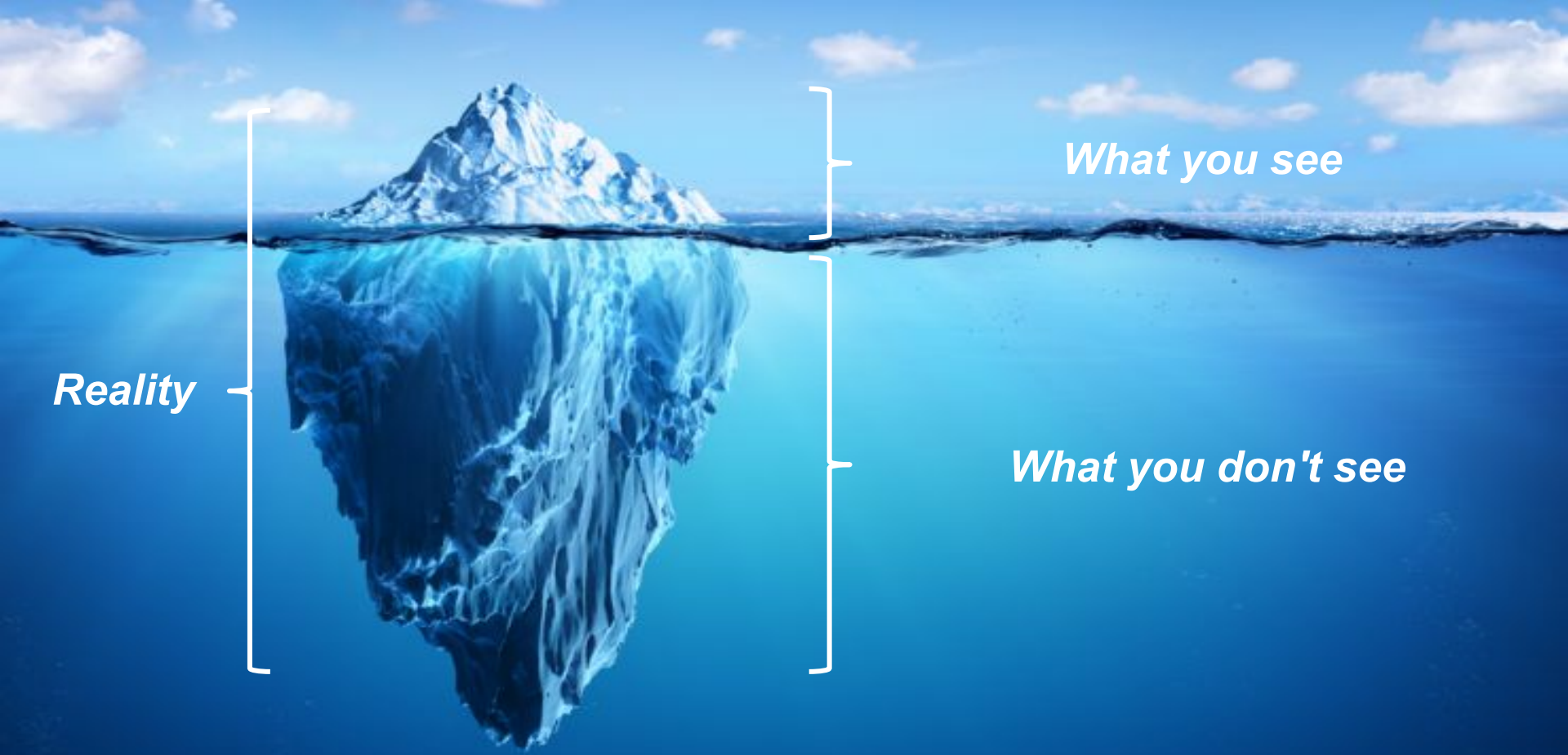
**Data driven
decision making**



**Solve important
things**

Use of Celonis in Procurement @ Zalando





What you see

Reality

What you don't see

What you see is not always the reality...



...and procurement drives in a complex highway...



...therefore, we must focus on key value adding activities!



How?



ML-guided buying through Celonis Action Engine

Key Takeaways



**Efficiency
& Speed**



**Increase
Quality**



**Focus on
value creation**

Thank you!