

How Does Procurement Digitalization Improve Barid Al-Maghrib's Performance and Productivity?



**Increased
productivity**



**Improved supplier
relationship**



**Cost
reduction**

Barid Al-Maghrib Reinforces Its Leadership Position by Integrating New Technologies

A multiservice company, Barid Al-Maghrib operates mainly in three businesses: mail, parcel delivery, and financial services, relying on multi-format networks (points of contact, routing and distribution networks, computerized networks, etc.) to deliver its own services and those of its partners.

Barid Al-Maghrib is pursuing a strategy to integrate new technologies into its businesses in order to strengthen its leadership position while diversifying its range of services, meeting international quality standards, and reconciling its public-service mission with competitive markets.

What Were Barid Al-Maghrib's Challenges?

Like all organizations seeking to optimize their costs — financial, operational, or competitive — through advanced procurement digitalization, an essential and effective lever, Barid Al-Maghrib needed to address the procurement challenges of its organization by implementing a solution to manage its supplier database, along with supplier referencing, evaluations, audits, and complaints.

SEMS offers a user-friendly and affordable solution to digitalize these needs and enable the organization to reach its strategic and financial objectives.

Barid Al-Maghrib reaffirmed its commitment to transforming its procurement function and turning to SEMS (Supplier Efficiency Management System) to benefit from a high-value-added system. Our SEMS modules covered exactly the need expressed.

How Did SEMS Address Barid Al-Maghrib's Challenges?

SEMS offers modules that are easy to use and capable of handling all the needs and constraints encountered at Barid Al-Maghrib. Each SEMS module addressed specific challenges:

1- Supplier Panel Management :

Barid Al-Maghrib now has a supplier panel that is centralized, secure, accessible to employees, and regularly updated. All supplier-related information is available and accessible in one place, resulting in considerable time savings and greater consistency in tracking procurement processes.

2- Supplier Referencing, Evaluation, and Auditing :

With the integration of these modules, Barid Al-Maghrib gained a competitive advantage through integrated tools that support its decision-making. The referencing and evaluation features make it possible to establish improvement plans and corrective actions.

3- Supplier Complaint Management :

Every organization is aware of the advantage a good complaint-management process brings. The same is true for Barid Al-Maghrib, which now ensures responsiveness as soon as a complaint is received, in order to find quick and relevant solutions for suppliers.

Today, the use of supplier relationship management systems allows organizations to rebuild quality relationships and develop competitive advantages that lead to significant results through restored trust with suppliers. Indeed, a successful procurement transformation project requires integrating suppliers into the value-creation process and improving performance.

Organizations implement operational tools to improve their interactions with suppliers in order to achieve a long-term cooperative relationship. In this spirit, our SEMS group provides operational solutions and tools that fit into the entire procurement process to boost productivity.

Barid Al-Maghrib has launched its commitment to driving change and improving procurement through our supplier relationship management system (SEMS – Supplier Efficiency Management System), and as a result, remarkable value has been added to the organization.

*Ready to digitalize your
procurement process?*

Fill out the form

Or

contact us via:



sales@sems.com.ai



www.sems.ma

