



## CASE STUDY

# US aerospace giant turns to Craft to simplify its complex supply chain management

When a leading US aerospace and defense company needed critical data, insights and analytics at high scale, it selected Craft.

In 2018, the aerospace and defense company identified a need to improve its visibility and monitoring capability across its global supply chain of more than 30,000 unique suppliers. The company was aware that threats emerge rapidly from anywhere within the supply chain with the potential for substantial disruption and loss; and these risks were not identified with static data.

The S&P 100 company also wanted deeper visibility into alternate companies that provided services to existing suppliers within its supply chain. This market insight added resilience to its supply chain and has yielded positive business and economic value to the strategic sourcing team.

Before adopting Craft, the aerospace and defense company received insights on companies principally from Dun & Bradstreet and IBM. Many business intelligence products require clients to bring their own data. In contrast, Craft's data platform provides data from thousands of financial and alternative sources, surfacing previously hard to track signals on any company in the world. With Craft, users enjoy a 360-degree view of target companies that includes more than 300 data points that are constantly refreshed using both Machine Learning and human validation.

## Craft's unique data capabilities come to the forefront

The aerospace company approached Craft to trial the solution initially within one of its divisions. Craft provided the company with a holistic view into its supply chain health by providing alternative data to complement its traditional data

### CLIENT

S&P 100 company

### INDUSTRY

Aerospace & defense

### TEAM

Enterprise Supply Chain Management

### LOCATION

USA

“Craft was critical in helping us find suppliers and alternate suppliers around our manufacturing centers. We need to have suppliers within 12 hours of them and Craft enabled us to add resilience to our existing supply base.”

sources. After a successful trial in that division, the company has since expanded the use of Craft to all divisions in a corporate-wide deployment.

The global trend of digitization provided the aerospace and defense company with an opportunity to access previously untracked insights and signals, thereby gaining a significant informational edge and advantage relative to prior capabilities. The company decided to develop an internal insights platform that any executive in the company could easily query 24/7 from inside the client firewall and receive up-to-the-minute diagnostics and insights on any current, past, or prospective supplier.

To help its customer achieve its goals, Craft created a unique key providing access to Craft's enterprise GraphQL Application Programming Interface (API) offering. Through the Craft API the customer can access more than 300 endpoints, each corresponding to an

individual data point on any given company. As a proof of concept, the access key was configured to provide Craft's full set of data on an initial set of 250 companies.

Craft worked closely with the client to ensure the desired indicators were being surfaced and added several custom data types on request. Following a successful proof of concept, access was expanded to provide data on 4,000 suppliers in one division of the client's business.

Following a successful deployment at the divisional level, the key was further expanded to cover the client's full set of more than 30,000 suppliers. Post-integration, Crafts product and engineering teams continue to work closely with the client in a highly collaborative manner to continually add further data types, insights, and functionality to the service.



**Start using Craft Supplier Intelligence to discover, evaluate and monitor suppliers to build stronger supply chain resilience.**

#### ABOUT CRAFT

Craft is the leading supplier intelligence platform that helps supply chain and procurement professionals discover, evaluate, and monitor suppliers to create stronger supply chain resilience by providing comprehensive, complete supplier data and intuitive software tools to facilitate better and more proactive decisions that minimize risk and maximize opportunity.