



## CASE STUDY

# US Government security partner protects its supply chain with Craft data analytics

When a multi-service agency that helps preserve the advantage of key US security organizations from commercial and economic risks wanted to harden and protect its supply chain, it turned to Craft.

US Government department decision-makers need access to the best possible intelligence and information around potential geostrategic risks that present challenges to Department of Defense (DoD) equities, and threaten US interests and national security.

Craft is now working with a key information agency that creates action-oriented analysis to help US Government decision-makers. The agency wanted to offer a shared service of valuable information. By pulling together multiple data sources with Craft, they could achieve this goal and become a center of information excellence.

The agency is small, but the information it provides reaches right up to the Joint Chiefs of Staff. It needs to prove optimum economic analysis. So, for example, a key concern is how to protect intellectual property (IP), supply chains and commercial interests faced with competition from overseas. With access to accurate, real-time data, US Government departments can pivot strategies quickly.

Before Craft, the agency had been trying to build a portal for several years, working alongside one of the world's largest consultancy firms. The agency then aimed to create a platform that integrated a number of different data points from various providers to be hosted on a classified server. The platform would hold data around airports, suppliers and US Government contracts, for example.

After two and a half years of development, the agency still did not have the platform it wanted, so it looked around for a company that could help and found Craft.

### CLIENT

Government agency

### INDUSTRY

Government

### TEAM

Supply Chain

### LOCATION

USA

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## The Craft solution

Craft presented a quick demo to the agency. Impressed with Craft's capabilities, the agency became a customer and Craft set to work creating the required service. Craft provided a tool that was commercially available and rendered the data in a way that the agency users could get access to the information they needed quickly and easily. The agency provided Craft with a roadmap with 12 features it required.

Craft built a mockup of what the solution could look like, including screenshots and a quick video. The agency was instantly impressed - it was more than their previous vendor had provided, so Craft could quickly prove the benefits of its approach over the legacy supplier.

The agency uses Craft's supply chain intelligence portal for both individual company assessments and sector-wide analysis; ultimately deriving insight from Craft to defend, promote and project US industry strength.

Craft also integrates data from other third parties such as Dun & Bradstreet within the Craft portal, and as such is acting as a data-agnostic center, providing insight and rendering relevant data.

## The value of flexibility

One of the core reasons the agency opted for Craft was the flexibility of its solution. It wanted to be able to add users from different departments. Now, there are more than 160 senior US military decision-makers benefitting from the platform.

These multiple groups will have different needs and interests from data. These could include merger and acquisition (M&A) activity, financial ownership, and will vary according to specialism, such as propulsion, aeronautics or drone technology.

Craft acts as the clearinghouse for the data. Some is matched, standardized and normalized, and some information comes from the agency's own supplier data, and the agency is able to conduct data analysis much faster and more efficiently than before.

"I was able to build my UAM (drone) portfolio in less than an hour, and with previous tools it would have taken a week," explains one user. "I was overwhelmed by the intuitive nature of the capability and freedom to adjust company and portfolio alignment even after I have begun developing the structure of the technologies value chain."

Going forward, Craft will provide ongoing support through project management and customer success, and as well as data analysts, project engineers and architects as the customer scales its data operations.

**Are you ready to learn more about Craft and uncover the company data that you care about?**

[Learn more about Craft](#)

### 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.