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Beroe Competitive Negotiations powered by nnamu

The procurement challenge

Negotiations are a major source of procurement value, yet strategy often depends on the experience and availability of individual buyers. Teams rely on spreadsheets, email, or basic eAuctions, then spend time designing events and onboarding suppliers.

For higher-stakes negotiations, where multiple factors beyond price can materially affect the outcome, choosing the right strategy becomes even more important.

Similar projects can produce very different outcomes, resulting in missed value and limited capacity to negotiate more spend. Buyers need practical guidance on which negotiation approach to use, without giving up control.

Meet Beroe Competitive Negotiations powered by nnamu

Choose the right strategy for each event
AI, game theory and €400B+ of codified negotiation data help recommend the most suitable strategies and parameters.

Run negotiations across 11 formats
Support competitive negotiations across direct and indirect spend, including higher-stakes events where multiple value drivers matter.

Buyers remain in control
They set the objectives and parameters, review the recommendations and retain visibility and control throughout execution.

A stronger negotiation in three steps

Set your preferences

Define the lot, participating suppliers, objectives, constraints, and factors to evaluate beyond price.

Review the recommended strategy

Get guidance on the format and key parameters, informed by AI, game theory, and codified negotiation experience.

Run the event

Invite and onboard suppliers, execute the structured negotiation, and review results with visibility and control over the process and outcomes.

The numbers behind stronger negotiations:

16%+
average total value optimization savings reported across customer usage

$35-40M
saved in year one by an enterprise telecom customer

11
negotiation formats go beyond the standard auction options, helping teams choose the right approach for each deal.

€400B+
codified negotiation data gives buyers greater confidence in the strategy they choose

Why procurement teams choose Beroe Competitive Negotiations

The right strategy before the event
Recommendations help buyers select a negotiation design and its key parameters, instead of starting from scratch or defaulting to a familiar auction format or the one most recently used.

More ways to negotiate
Eleven formats support different competitive scenarios and make a broader range of spend suitable for structured negotiations.

Decisions based on total value
Evaluate commercial and non-commercial factors, such as quality, lead time, payment terms, and supplier strategy. Preferred-supplier treatment can give an existing strategic supplier an opportunity before wider competition opens.

Expertise the whole team can use
Codified experience and guided recommendations help buyers work more consistently, whether they are seasoned negotiators or new to game theory.

Buyers stay in control with less manual effort
The platform supports supplier onboarding and event execution while buyers retain visibility and control over strategy and outcomes.

What this means for your procurement team

Deliver stronger savings and total value outcomes across more events, faster.

Reduce preparation time and expand negotiation coverage with the same team.

Make negotiation practice more consistent across buyers and categories.

Give procurement a clearer role in decisions that extend beyond cost.

See it in action

Explore a tailored demonstration or identify a suitable event for a pilot.
See how a recommended strategy could work for your categories, suppliers, and objectives.

Request a Demo

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For over 20 years, Beroe has been trusted by the world's largest and most ambitious enterprises to support their procurement teams in making strategic, confident decisions for sourcing, supplier management, and risk mitigation, at scale and at speed.

Today, Beroe's Decision Intelligence Ecosystem fuels the decisions that underpin $2.2 trillion in procurement spend globally, enabling organizations with intelligence, analysis, and strategic advisory.

Our decision-grade intelligence is curated and validated - ready to plug into procurement teams, tools, and agents. And by arming our 400 category experts with the latest in AI, we ensure procurement leaders are never choosing between speed and trust.

Our portfolio includes Beroe MAX powered by Kearney, the AI-native decision engine; Beroe Negotiations, built for the negotiations that matter; and Beroe ABI, the world's smartest digital procurement analyst. To find out more, visit Beroeinc.com.

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