

# FIDELIDADE

SEGUROS DESDE 1808

**VORTAL**  
Connecting business

SUCCESS STORY

## FIDELIDADE

The VORTAL solution was implemented in multiple geographies, enabling local teams to draw benefits and become more efficient in Fidelidade's sourcing processes.



### ENTITY

Fidelidade is an Insurance Group with origins dating back to 1808, in Portugal, providing individuals and companies a wide and innovative range of insurance products.

The Fidelidade Group started an expansion in 1995 towards Spain and now present in now present in 11 countries. Fidelidade holds the enviable positions of Portuguese Market leader and having its two main brands recurrently elected as the most trusted brands in the insurance industry.

In 2015, the Procurement Department was created, and Joao Casimiro was brought in to take the helm. Under Joao, the coverage and importance of Procurement has steadily increased in the Fidelidade Group and procurement continues its journey to deliver more value and delivering ever more positive impacts to the business.



### PROJECT SCOPE

Fidelidade and VORTAL orchestrated the evolution of the Sourcing functions, from email/excel RFPs to a fully SaaS eSourcing solutions, used by multiple geographies and teams. This involved a geography by geography deploy of the solutions, supported by a strong Change Management program. The VORTAL solution was initially deployed to the central procurement team in Portugal. Upon stabilization and familiarization, Sofia Lopes, Procurement Manager, and the VORTAL consultants were charged to take the project to new geographies, having deployed already in Cape Verde and Peru, and with short term goals of Angola and Mozambique, configuring local requirements and enabling local teams to draw benefits and become more efficient with the use of a central solution.



### OBJECTIVES

The Procurement function of Fidelidade is on a path to become ever more strategic and deliver more benefits to the business. However, there are constraints to what the procurement team can deliver without an overburdening effort.

Fidelidade managed to respond to the conflicting needs by searching and introducing technology to automate routine sourcing tasks, allowing resources to look and deliver value beyond the current capabilities.

Under this program Fidelidade had 3 main objectives: increased savings from introducing extra competition, reduction of effort and time to complete normal sourcing projects, unify procurement within geographies and centralize all negotiation.



## RESULTS



### INCREASED SAVINGS

From a centralized Procurement Department.



### GAINED EFFICIENCY AND STANDARDIZED PROCESSES

By sharing defined information with bidders, automating internal tasks, analysis and automated mass supplier communications.



### NO LOST KNOWLEDGE

Centralizing all information and enabling any team member (with permissions) to access the information quickly, on any device.



### 3 GEOGRAPHIES INTEGRATED (PORTUGAL, CAPE VERDE, PERU)

With 2 more on the way (Mozambique, Angola).



## NEXT STAGES

Fidelidade remains steady in its strategic direction of automation and delivering additional procurement value. Two workstreams are ongoing: Expand geographical coverage and deliver new services. Fidelidade will continue the geographical expansion towards remaining markets and ensuring adoption. As for new procurement value, Fidelidade will enter into supplier qualification, supplier risk monitorization and performance evaluation. Again, it is not the intention to enlarge the Procurement team significantly, therefore, technology needs to deliver the bulk of the work.

**"One of the big advantages of VORTAL software is its ability to connect suppliers and buyers in a more agile way. The fact that Fidelidade is expanding this solution to other international operations allowed for the communication to flow also more easily among colleagues of different geographies. Besides, having different operations using the same working tool, led to an adaptation of similar procedures and workflows, which is always the objective of corporate companies."**

**Sofia Lopes**  
Procurement Manager, Fidelidade

**"VORTAL has been a great support to our processes facilitating and eliminating manual procedures as well as freeing the team of suppliers support.**

**It's easy to access at any time and by any member of the team which makes everything easier. VORTAL is trying to develop functionalities in order to develop the tool".**

**Isabel Mota**  
Procurement Specialist, Fidelidade



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