

## SmartChem from Row2: Confront Today's Sourcing Challenges

The chemical sector across the world is facing a sharp decrease in sales and profits in the wake of the global financial crisis. This downturn in the chemical industry has resulted in slashed budgets, increased cost consciousness, and unprecedented job cuts. Attaining efficiencies to stay afloat seems to be the key to survive and grow.

Every function, including sourcing, is facing this heat. Sourcing managers have been burdened with the task of exploring alternative and credible sources with the best possible commercial terms with less manpower under difficult times. Designed by Row2 Technologies, its online knowledgebase, SmartChem has quickly adapted itself to meet these challenges.

Our users have confirmed that SmartChem provides the widest and most focused set of alternative commercial suppliers for a given chemical, increasing their negotiation power. Information provided by SmartChem about trading companies has significantly helped these sourcing departments to negotiate the best commercial deals. Companies identify credible suppliers in SmartChem by using information about DMF/VMF and other accreditations such as a certificate of suitability.

SmartChem has launched its After Sales Assistant for difficult-to-find chemicals that help users send their

requests directly to a Row2 specialist. The SmartChem team updates these requests on priority, thus obviating the need for going beyond SmartChem for any chemical information. Its RapidFire tool helps the sourcing manager to send multiple inquiries directly to a focused audience. The new and streamlined architecture of SmartChem reduces the time needed to search for a chemical, thus making the searches more intelligent and convenient. All the above measures are aimed at improving the efficiencies of the sourcing department.

The entire industry today is preparing for managing the implications of REACH, one of the High Impact Legislation. SmartChem provides key information on REACH. It helps the sourcing manager keep track of chemical registration and high concern chemicals and take proactive steps like ensuring registration by their suppliers as well as identifying alternative raw materials and sources.

It is our mission to keep SmartChem up to date and relevant to the current demands of sourcing professionals. We stand by each of our customers by providing value through SmartChem during these tough economic situations. Collect your "SmartChem Live" Coupon and book your "SmartChem Search" slot today!

Visit Row2 Technologies at **Booth 2306**. □