

Founded in the heart of Boston, Fairmarkit is a SaaS platform that automates the control and optimization of tail spend processes. While tail spend accounts for only 20% of an enterprise's annual spend, it makes up 80% of a vendor's transactions, creating a management nightmare. Fairmarkit's simple tail spend management platform uses machine learning to increase procurement control, yielding greater efficiencies and savings of 6–12%.

MACHINE LEARNING • PROCUREMENTTECH • BIG DATA & ANALYTICS • ENTERPRISE SOFTWARE  
TAIL SPEND MANAGEMENT & OPTIMIZATION • SOURCING • LOGISTICS / SUPPLY CHAIN

## OBJECTIVES AND CHALLENGES

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Objectives for joining the program include but are not limited to:

- **Extended Reach:** Leveraging Oracle's channels allows Fairmarkit to educate a wider audience on Tail Spend Management (TSM) & Fairmarkit's platform
- **Enterprise Validation:** Oracle's endorsement and approval eliminates barriers to entry for Fairmarkit's go-to-market strategy
- **Development Support:** Integration into relevant Oracle products
- **Market Awareness:** Utilize Oracle expertise with branding, positioning, public/media relations and overall better market exposure

## RESULTS

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Upon completion of the program, Fairmarkit has done the following:

- Integration with relevant Oracle products to increase automation with several joint Fortune 1000 customers
- Fairmarkit's plug and play solution provides an instant 10x ROI for all of Oracle's enterprise customers
- Created a complete procurement platform for customers by partnering w/ Oracle's ERP, Peoplesoft, JD Edwards and procurement solutions
- Released PR announcements about the partnership with continued communication & strategy regarding different avenues to promote the synergy between Oracle and Fairmarkit

## TAKEAWAY

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"Oracle's support and commitment to Fairmarkit is incredible. They've put us in front of customers and dedicated internal resources. Customers are blown away by the level of automation that comes with the Fairmarkit and Oracle partnership," stated Fairmarkit's Co-founder and COO Tarek Alaruri.