



Spend Matters

Siderean Transforms Procurement Blog Into Destination for Spend Management Information Discovery

“Mastering information discovery is critical for procurement executives and managers. Siderean allowed Spend Matters to take a dramatic leap beyond ordinary search paradigms and make relevant, contextual information discovery a key attribute of the site.”

-- Jason Busch, Spend Matters

WEBSITE

www.spendmatters.com

CHALLENGE

- Increasing number of blogs and online information sources for procurement professionals
- Advertisers/sponsors don't have a single dominant vehicle to reach a fractured online audience
- Mainstream search engines don't meet the specialized needs of procurement professionals
- Continuous need to offer fresh and differentiated content to Spend Matters readers

SOLUTION

- Siderean Seamark-powered information hub
- Specialized search capabilities for the needs of procurement
- Make Spend Matters more than an industry blog

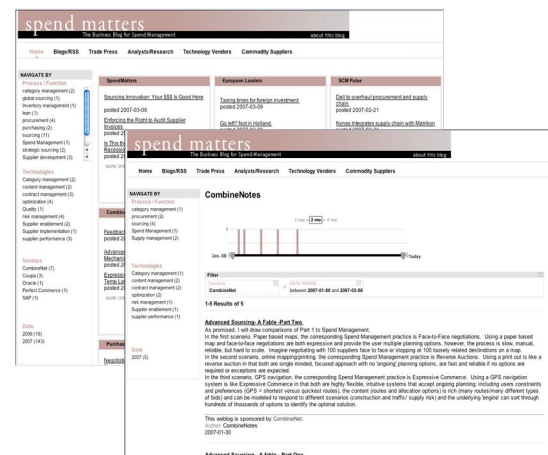
RETURN

- Expected 5-10x increase in site visitors in the first 6 months
- Ability to reach a broader, global audience
- Deeper reader engagement in site content
- Increased value to advertisers and new site sponsors

Spend Matters is an independently-owned web site providing news, information and commentary about “spend management” – the strategies, technologies and tactics companies use to manage operational expenditures. The site was an early pioneer in using the blog format to reach a business audience, and quickly gained a loyal following among purchasing and procurement departments in companies of all sizes. The site is supported by corporate sponsorships and advertising, with more than 100,000 unique visitors a month.

Spend Management Professionals Crave Information

As a blog, Spend Matters reflected the opinions and reporting of founder and chief blogger Jason Busch. The daily collection of posts referenced analyst reports, trade journals, conference presentations, mainstream news items, corporate white papers and press releases, as well as other blogs. This breadth of information was part of the site's appeal, with topics ranging from the effect of global trade policies on manufacturing sourcing strategies to a detailed review of a major software vendor's latest release. By reading a blog post, a visitor to the site might discover something new that would be helpful in their job.





“We’re redefining the idea of a spend management community. With Siderean’s help, Spend Matters is becoming one of the most significant destinations for purchasing and procurement professionals on the web today.”

-- Jason Busch, Spend Matters

Like most blogs, Spend Matters could be searched based on keywords or topics. Anything more sophisticated was out of the question. As readership grew at a double-digit monthly rate, the demands to provide more content and value for those readers also grew. To keep readership growing – essential for driving increased sponsorship and advertising rates – the site needed a way to stay current with a vast and ever-increasing network of information. And with more information would come the need for new and innovative ways to navigate through all that information.

The *New* Spend Matters Site

Spend Matters soon embraced a bold vision to become a one-stop information hub for all things related to spend management. To achieve this vision, Spend Matters turned to a solution based on Siderean’s Seamark Navigator. The new site:

- Enhances traditional blog postings with a sophisticated tool for flexible navigation and discovery;
- Aggregates content about spend management from more than 37 distributed, heterogeneous sources;
- Allows users to make the site their own personal research tool by saving frequently-used concepts, sources, and results for repeated reference

Relational Navigation Brings New Effectiveness to Spend Management

Information has always been valuable when someone makes a purchasing decision, let alone hundreds or thousands of them on behalf of a company. Realizing this, Spend Matters, with Siderean’s help, went from being a well-trafficked blog to become something much more valuable for the core audience of spend management executives and managers. Relational navigation saves time, and brings relevant information to a reader’s fingertips that they might not otherwise discover. That information can affect purchasing decisions, enhance negotiations with suppliers, minimize risk, and ultimately help companies save money.



For more information about Siderean products:

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