



IS YOUR ORGANIZATION READY TO GO LIVE?

A Sievo Implementation Success Story

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**Who won the
2011 100m Sprint
World Title?**

LET'S TALK ABOUT GOING FAST

Who won the 2011 100m Sprint World Title?

Who is the fastest man in history?

Who dominated the 100m event from 2008-2016 globally?

2008

Usain Bolt
Olympic gold



2009

Usain Bolt
World title



2011

Yohan Blake
World title



2012

Usain Bolt
Olympic gold



2013

Usain Bolt
World title



2015

Usain Bolt
World title



2016

Usain Bolt
Olympic gold



A FALSE START CAN END THE RACE BEFORE IT BEGINS



HOW WELL DID WE DO?

Very High Adoption metrics + General Sentiment

86%

Training Completion

10

Live Training Sessions

98.7%

Spend Classification L2

94.8%

Spend Classification L3

3101

Spend Reclassification
entries

97%

Reclass approval %

99%

Users opened system

71%

Active Procurement
Users

- “Sievo has been a highlight for us in 2026”
- “This is going to save me so much time!”
 - “This is amazing!”
- “I am using this in all of my supplier engagements”

- “This is a game changer for me, my visibility to spend in my category increased from \$90M to \$143M”
- “The data in Sievo is so much more reliable than word of mouth from my stakeholders”

GETTING THE ORGANIZATION READY TO START SIEVO STRONG

Process Transformation

Requirements Gathering

Taxonomy update & Alignment

Categorization pre-validation

Training

Change Agents & UAT

PROCESS TRANSFORMATION

Better tools will not deliver value in a vacuum

- Hershey started a value-focused transformation **before we ever thought about tools**
- Value commitments and doing the work without the tool highlighted data and tech challenges
- Early value delivery positioned us for a successful business case for the technology investment

01

REQUIREMENTS GATHERING

Capture what the business needs from day one

- Initial Implementation Scope included Regions, Contracts, Risk, Supplier Development, CPO Cockpit
- Start by describing use cases and pain points across functions
- Build a prioritized roadmap (be clear about what is required **Now** vs **Near** vs **Next**)
!False Start Trap!
- Pressure test your requirements (demos, roadshows, enlist change agents, RFP's)

02

TAXONOMY UPDATE & ALIGNMENT

03

One common language for spend – increased categories by 60%

- Obvious opportunity to improve – not obvious what the taxonomy should be
- Align between Procurement category managers, teams and regions
- Establish clear principles for the taxonomy design
 - product taxonomy – not who pays
 - Represent the supply market, not procurement category assignment/organization
- Early prep for what category managers will see in Sievo
- DO NOT GIVE UP!!! **!False Start Trap!**

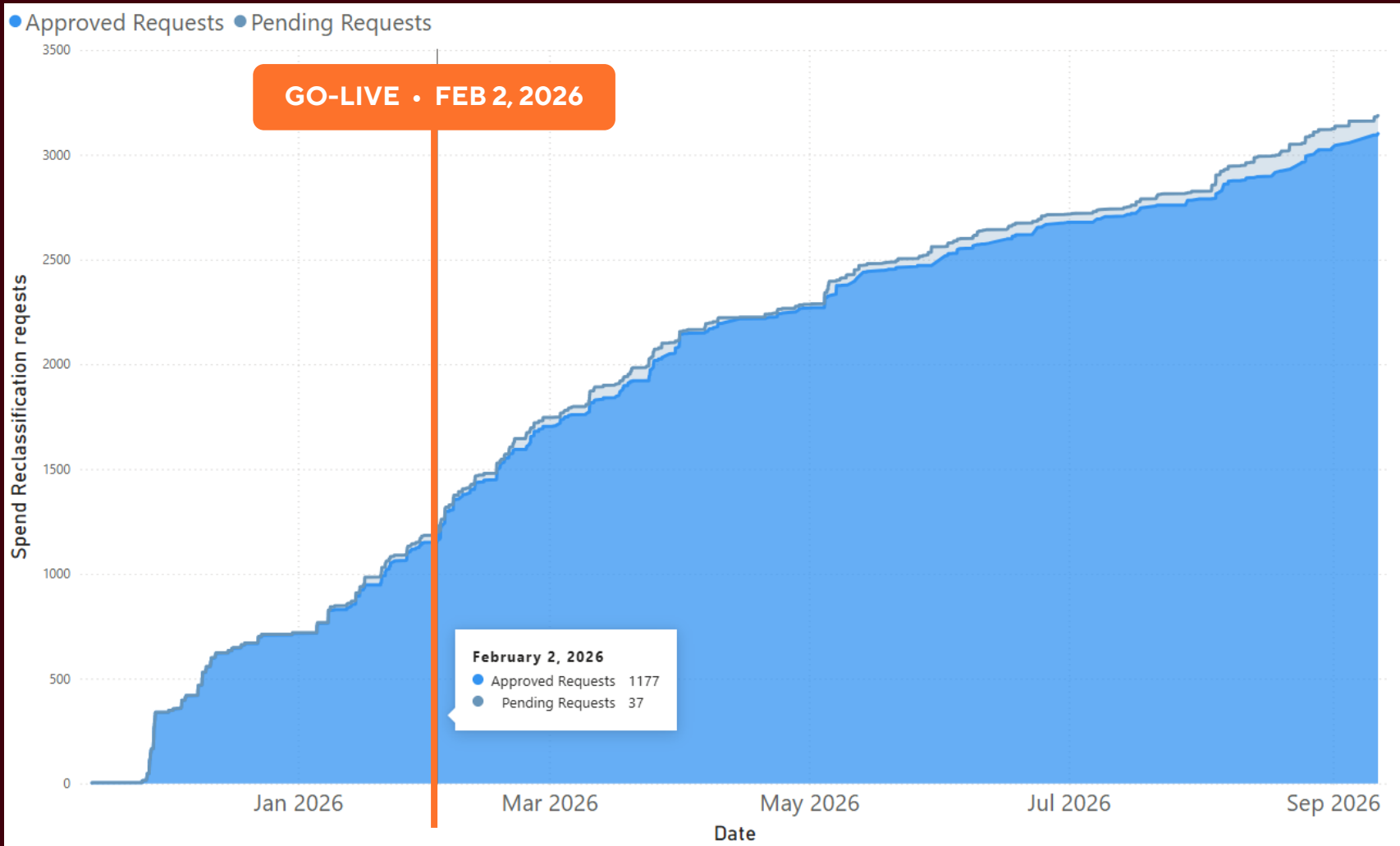
CATEGORIZATION PRE-VALIDATION

Before Go-Live, make sure the spend is mostly classified

- On-site workshops with each category team (>25 workshops – 31 hrs)
- Served as early training/exposure sessions
 - Tool layout & functionality
 - Reclassification mechanism comfortability
- Objective: 80/20 classification accuracy sign-off at L2

04

1,191 REQUESTS CLASSIFIED BEFORE GO-LIVE — SO USERS COULD TRUST THE DATA ON DAY ONE



1,177

Requests approved & classified BEFORE Go-Live (Feb 2, 2026)

3,101+

Cumulative approved requests today — steady post-launch growth

<1%

Pending backlog today — clean, trusted spend data with an actively engaged user community

TRAINING

Repetition builds confidence and capability in the tool

- Sievo Academy – fantastic content
- Training targets ahead of Go-Live (2 months to complete)
- much of the early broad communication centered around training progress
- Hands-on labs using real Hershey spend data immediately after go-live
- Recorded sessions used as Procurement onboarding tool
- **Continued team-specific and 1:1 leader sessions long after Go-Live to boost engagement**

05

CHANGE AGENTS & UAT

Test with the people who will use it daily

- Change agents from each category and region (named by Procurement leadership team)
- Run user acceptance testing on real reporting scenarios before Go-live
- Capture feedback, fix gaps and sign off readiness
- Change agents become super users among their teams

06

NEXT STEPS IN HSY'S SIEVO JOURNEY

Insights utilization focus

MCP – AI connectivity

Additional Modules

Classified Spend to Central Data repository

QUESTIONS ?