

Ciesco Sector Insights: Procurement Technology

High-level overview of the ProcureTech sector - from cost optimisation to navigating a complex geopolitical environment



ProcureTech

Companies are rapidly evolving their technological capabilities for procurement driven by complex global supply-chains and slow manual processes

\$10.3bn

2025: Global procurement software market - growing to **\$16.4bn in 2028**

13%

of **GDP** in OECD countries is made up by **public procurement**

\$1.1tn

2025: IT spending on enterprise software - a **12% YoY** increase

ProcureTech momentum accelerates

68%

of CPOs are investing in **GenAI ProcureTech** while only 14% have fully implemented it

70%

Procurement teams have set a target to **digitalise 70%** of all processes by 2027

15%-45%

overall **cost reduction** expected from **AI** in procurement

2X

CPOs have **doubled investment** in ProcureTech over the last 2 years

86%

of CPOs plan **ProcureTech upgrades** to drive long-term growth

Key Industry Players



- Processes +\$3.75tn of goods and services annually
- **News:** Launch of Joule, AI Copilot for supplier management



- Market Cap: \$830bn; customers include HSBC, FedEx, Mazda
- **News:** Launched AI agents into its Supply Chain Management Suite



- 1,400+ customers, manages \$2.8tn spend annually
- **News:** Launched JAI, an AI copilot for supply chain management



- 3,000+ customers, including Nvidia, Honeywell, P&G
- **News:** Acquired Cirtuo, a category management software provider



- 500+ customers, manages \$350bn spend annually
- **News:** Acquired OpusCapita, a procurement software provider

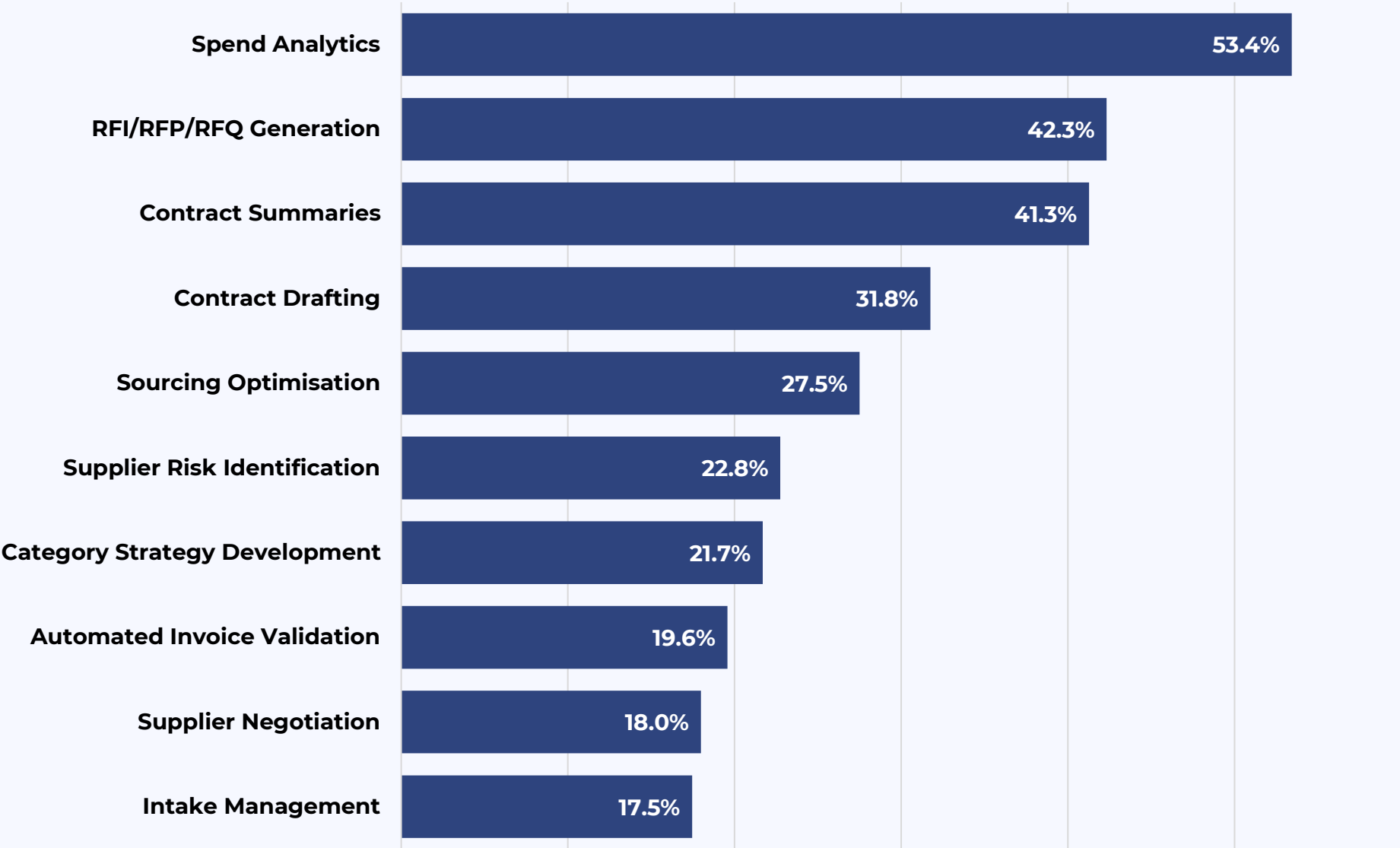


- 500+ customers, including TotalEnergies, IKEA, BVLGARI
- **News:** Launched an AI-powered intake management solution

GenAI Transformation

Driven by cost-optimisation, CPOs see **Spend Analytics** as the most important use case for GenAI

Top 10 Use Cases for GenAI in Procurement
according to CPOs (2025)



Procurement **Macro** Trends

Growing supply chain complexity and macro volatility are driving investment in ProcureTech

Tariff Volatility Pressure

Trade conflicts and “on-again, off-again” tariff escalations cause pricing volatility and higher cost-to-serve pressures

Geopolitical Supply Chain Disruptions

Rising geopolitical tensions and climate change increase supply chain disruptions

Regulatory Pressures Surge

Under increasing regulatory scrutiny, companies and their suppliers need to make compliance a top priority

Sustainability Becomes a Key Value Metric

ESG priorities and new metrics shift procurement focus beyond cost to sustainability, resilience and transparency

Notable M&A YTD 2025

Date	Target	Acquirer	Description	Deal Value
Oct'25	 Scoutbee <i>Supplier Discovery Platform</i>	 coupa THOMABRAVO <i>Source-to-pay Platform</i>	Coupa acquired Scoutbee to integrate AI-powered supplier intelligence and streamline discovery	Undisclosed
May'25	 e2open <i>Supply Chain Management</i>	 wisotech global <i>Logistics Software</i>	WiseTech acquired e2open to expand its trade-to-logistics platform and boost its addressable market	\$2.1bn
May'25	 CIRTUO <i>Category Management</i>	 coupa THOMABRAVO <i>Source-to-pay Platform</i>	Coupa acquired Cirtuo to embed AI-driven category management and accelerate autonomous procurement	Undisclosed
Mar'25	 ProcureTech <i>ProcureTech Platform</i>	 ORO <i>Procurement Workflow Software</i>	ORO acquired ProcureTech to drive global growth, strengthen partner networks and scale AI-orchestration	Undisclosed
Feb'25	 FACTOR <i>Procurement Automation</i>	 cofactr <i>Supply Chain Management</i>	Cofactr acquired Factor.io to strengthen AI capabilities and improve supply chain resilience	Undisclosed
Jan'25	 LOGILITY <i>Supply Chain Planning</i>	 aptean <i>Supply Chain Planning</i>	Aptean acquired Logility to expand supply chain solutions and strengthen AI-driven capabilities	\$490m

ProcureTech

Buyer

Spotlight



Coupa has been active across ProcureTech in the past 5 years, making acquisitions, investments, and starting joint ventures

Select acquisitions:



Scoutbee

Oct 2025

Coupa acquires AI-powered supplier discovery business Scoutbee



CIRTUO

May 2025

Coupa acquires AI-powered category management business Cirtuo



SourceDay

November 2024

Extending Coupa's platform with supply network collaboration



ZYLO

February 2023

Coupa Ventures invests in SaaS management platform Zylo



**J | A | P | A | N
C | L | O | U | D**

+



March 2021

Coupa sets up joint venture with Japan Cloud to launch Coupa KK



LLamasoft®

November 2020

Coupa acquires AI-powered supply chain design and planning leader



CONNEXUS

May 2020

Coupa acquires sourcing and supplier diversity specialist ConnXus

Ciesco's focus on

Technology & Media

We advise leaders and investors across the global technology and media landscape - where data and innovation meet creativity



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Select Teams We Have Worked With in Technology and Procurement:



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