

# Access to supplier-led innovation for De'Longhi

*"The Marketplace has opened up a completely new world of possibilities in terms of accessing fresh ideas and innovation within my supply chain. For me, it is indispensable.*

*The beauty is in its simplicity. It is a very simple, yet highly effective proposition. In our case, the Marketplace saves us a tremendous amount of time."*



Group Trade Marketing & Communication Director,  
De'Longhi Group



## Challenge

With direct commercial operations in 33 countries and products sold across the globe, the company has always had complex marketing requirements and limited resources.



## Solution

With each set of requirements that De'Longhi runs through the Marketplace, it gets immediate access to a huge range of innovative service providers in countries all over the world, with expertise in every type of marketing and advertising service.

*"Maistro knows how to translate the company's requirements into supplier deliverables to ensure the right shortlist of high-quality suppliers is secured."*



## Results

De'Longhi Group now regularly uses the Marketplace to source the creative, advertising and marketing expertise needed for a range of very different projects.

*"With each project we submit, the Marketplace repeatedly gives De'Longhi access to expertise beyond our own reach.*

*This significantly reduces the internal time and effort that would otherwise be needed to identify a shortlist of service providers and assess supplier capabilities. As a result, the Marketplace not only helps my team be more efficient, but also produces much better results."*