



Purchasing Knowledge Applied

RNA – Relationship Needs Analysis

ADR has taken years of experience in supplier relationship management to develop a unique web based solution ADR RNA™ that will transform the way you analyse and drive improvement in your critical business relationships.

The ADR RNA™ platform creates an environment for detailed two-way feedback on the strengths and weaknesses of a relationship between customer and supplier that provides the focus for improvement initiatives that lead to increased efficiency, waste elimination and as a result increased value.

Using the knowledge built up in over 20 years as one of the world's leading purchasing consultancies we have created an assessment questionnaire that has 16 core themes, covering aspects such as Performance Management, Culture and Competencies. The assessment can be tailored to focus on particular aspects that are recognised as in need of improvement or for a more complete analysis use the full question set to provide detailed insight into the differing perceptions of the relationship and its benefits to both sides.

ADR RNA™ delivers real benefits by providing organisations with detailed feedback on the areas that are holding back progress to value, cost and performance improvement. Because it is web-based it is quicker and easier to use than traditional methodologies and encourages participants to be open and honest in their responses. As a consequence the data that our report provides gives a truer representation of the health of the relationship than in any face-to-face process.

ADR RNA™ provides purchasing or sales people with the insight they need to develop outstanding relationships with their key customers or suppliers that exceed the original expectations, an absolute essential for true competitive advantage.

If you would like to find out how ADR RNA™ could make your critical business relationships a key part of your business advantage rather than a drain on resources then contact us now.

**ADR International
The Old Counting House
High Street
Wallingford
Oxfordshire
OX10 0BS**

Tel: +44 (0) 1491 825666
Fax: +44 (0) 1491 825688
E-Mail: info@adr-international.com
Web: www.adr-international.com