

# About Strategic Sourcing

Greater Purchasing Power, a Lower Total Cost of Ownership

As the sourcing organization for RCI, Strategic Sourcing leverages the company's combined purchasing power to deliver measurable savings on the products and services you use every day. By working closely with affiliates, internal RCI brand teams, and world-class suppliers, Strategic Sourcing helps to:

- Deliver lower costs on higher quality products and services.
- Ensure integrity in the supplier selection and management process.
- Increase customer satisfaction and loyalty.

## SOURCING WITH SAVINGS IN MIND

RCI's sourcing strategy doesn't end when a supplier contract is signed. It's really where the company's commitment to provide value begins. To ensure supplier programs deliver immediate and lasting savings — and a lower total cost of ownership (TCO) — the Sourcing team continually asks questions, listens to feedback, monitors market trends and refines accordingly. Preserving choice where it makes sense also remains a key priority.

A dedicated team of sourcing experts continually evaluates the levels of participation our programs are driving, identifies and solves potential issues before they arise and looks for opportunities to add greater value. A rigorous supplier selection and product-

testing process delivers the highest quality products at the lowest possible prices. In pursuit of helping you run a better, more profitable business, the team's work is never done.

## INTEGRATED INITIATIVES

Customer satisfaction is everybody's business at RCI. To that end, Strategic Sourcing works closely with RCI to bring suppliers together in innovative ways to support property initiatives, regional events, help you delight customers and keep them coming back. Strategic Sourcing also offers a wealth of educational resources and programs designed to keep you informed on timely topics.

## BUY MORE, SAVE MORE

Participating in Strategic Sourcing's programs will help lower your operating costs, deliver higher quality products and services, ensure brand consistency and enhance your customer experience. It may ultimately improve your TripAdvisor and RCI Comment Card scores — and your bottom line. Most importantly, purchasing from approved suppliers directly impacts our ability to reduce your costs further. The more you buy, the more you save. It's that simple.

## Why Evaluate TCO?

Total cost of ownership (TCO) calculates the complete costs associated with purchases — from initial investment to disposal — giving you a more realistic view of your costs. Getting a lower price on a lower quality product won't save you money if it needs to be replaced or repaired often, or if the right warranties aren't in place.



## WANT TO BUY SMARTER?

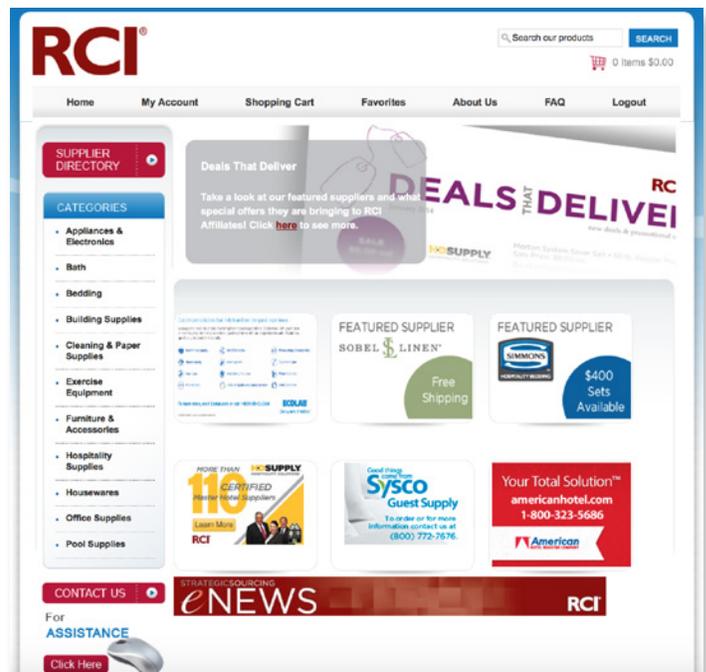
Introducing a great way to shop and save on the products and services you use every day - **RCI Marketplace**. This free, convenient online ordering tool from Strategic Sourcing saves you time by giving immediate access to high-quality suppliers and competitive pricing in key product categories, including Appliances & Electronics, Bath, Bedding, Building Supplies, Cleaning & Paper Supplies, Exercise Equipment, Furniture & Accessories, Hospitality Supplies, Housewares, Office Supplies and Pool Supplies.

## WHAT IS MARKETPLACE?

- RCI Marketplace is a secure, web-based ordering system available to all RCI-affiliated properties. It is a virtual shopping mall providing online access to over 120 RCI approved suppliers.
- IT'S FREE! There are **no** additional charges or fees for using RCI Marketplace.
- The supplier deals on RCI Marketplace leverage the negotiating power of all RCI-affiliated resorts. Before you make a purchase, check **RCI Marketplace** to compare prices against our program. Contracted suppliers offer special discounts and deals for RCI affiliates. The more you buy, the more you save. Also, if you are already using a supplier in the program, make sure you are receiving RCI pricing.

## KEY BENEFITS:

- Search and shop by supplier.
- Shop by product category.
- View product images and descriptions, make purchases confidently, knowing that all products listed meet quality at competitive prices.
- Save items to a customized Favorites List for ease of reordering.
- Set account preferences.



- Access Deals That Deliver and special promotional offers.
- Quickly view past purchases and expenditures without the need for paperwork or purchasing additional software.

## BUY SMARTER; ORDER EASIER WITH RCI MARKETPLACE

Leveraging RCI's combined purchasing power allows us to negotiate significant savings on the products and services you need to build a profitable business and ensure a superior guest experience. Register today at [www.rcimarketplace.com](http://www.rcimarketplace.com) and let the savings begin!

For further information or questions on RCI Marketplace, please e-mail: [strategicsourcing@rci.com](mailto:strategicsourcing@rci.com).

## Contact Us

For information on approved suppliers and programs, visit the RCI website at [www.rcimarketplace.com](http://www.rcimarketplace.com) or contact us directly at [strategicsourcing@rci.com](mailto:strategicsourcing@rci.com).