

# Cloudia wins deal with Radius to drive digital procurement transformation in Danish energy market

14 February 2020

**Helsinki, Finland** – Finnish eProcurement service provider Cloudia has signed a new customer agreement with Danish power distribution company, Radius, to deliver high-quality digital sourcing and contract management solutions.

Radius is Denmark's largest electricity grid company, supplying around one million power customers in the Copenhagen area, North Zealand, and parts of central Zealand, with a grid spanning as much as 19,000 kilometres. The company is currently a subsidiary of Danish green energy giant, Ørsted.

## Cloudia's strong public sector background seen as a benefit

Cloudia's customer base includes private and public sector customers. Key success factors cited in winning the bid include Cloudia's already strong track record as leader of the Finnish public sector procurement market and big-name customers in the energy sector like Caruna, Fingrid, Helen, Vantaan Energia and Veni Energia.

Another strong selling point was Cloudia's experience in setting up European single procurement document (ESPD) electronic sourcing system that fully meets the requirements imposed by the EU directive for electronic sourcing. Electronic ESPD functionality not only speeds up the tenure process but also drives down costs, as well as widens the procurement net for quality suppliers.

"The Radius contract is an important win for us," says **Jaana Niukkala**, Cloudia Sales Director, responsible for European sales. "Backed by this new deal and our strong existing references in the energy sector, we feel well-positioned to become a serious future contender in the Danish e-procurement market."

"Under the new partnership, Cloudia will provide high-quality sourcing and contract management solutions to assist Radius in boosting its procurement with the help of digital solutions."

## About Cloudia

Cloudia is a global provider of a complete suite of Source-to-Contract services for both private and public sector organizations. The company's comprehensive product portfolio includes data security certified and easy-to-use solutions for strategic and operational

aspects of procurement, including eSourcing, Contract Management and Supplier Management. Cloudia's digital marketplace for suppliers and buyers has an annual procurement volume exceeding USD 22 billion, and the company has seen a consistent growth of +40% for the past five years. Founded in Finland in 2008, Cloudia has offices in Finland and Dubai. For more information, visit [www.cloudia.com/for-media](http://www.cloudia.com/for-media).

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