

BLACK ENTERPRISE



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WORTH CHECKING OUT

Delta Air Lines launches new online tool for diverse suppliers

AS SUPPLIERS SEARCH FOR CORPORATIONS to do business with in the aftermath of a weak economy, Delta Air Lines is seeking to increase its partnership with suppliers through the launch of a new Web-based technology. Developed by CVM Solutions L.L.C., a provider of supplier management solutions, the online registry will allow diverse suppliers to provide all necessary information (i.e. certification, licenses, financial reports, etc.) into one secure, central repository where Delta purchasing managers can easily identify new suppliers to add to their network.

The sourcing tool was launched on Dec. 1, 2009 and since then, 300 suppliers have registered. The tool saves suppliers time by reducing ad-hoc requests for diversity certification and other

company information, as well as providing appropriate contacts for future sourcing opportunities. Prior to its launch, suppliers were uncertain about the best way to connect with Delta buyers, and buyers were seeking an easy way to search for suppliers. "We will measure our success a few ways," explains Karmetria Dunham Burton, general manager of supplier diversity, "[Because] the tool allows information to be at the buyers' fingertips, there's no reason for them not to have diverse candidates in their pool of suppliers. Secondly, we hope suppliers'

perception of doing business with Delta will be easier."

To register with Delta, visit deltasupplierdiversity.cvm-solutions.com.

—B. H.

