



Beyond AI: Why the Real Revolution in Procurement Starts with Machine-Consumable Data

For years, we've emphasized a simple truth: digitalization can't scale in procurement without a strong data foundation, and it has become even more essential with the rise of AI agents making autonomous decisions in procurement process automation. Now, the latest HFS Research + DPW "Put AI to Work" report confirms it: 65% of procurement leaders say poor data quality is the #1 barrier to scaling AI. Not cost, not trust, not even the technology itself, but the Data on which all these overlapping systems rely.

This is not a surprise for us at Creatives. It's exactly what we see every day inside large, complex enterprises: Fragmented supplier records, inconsistent taxonomies, legacy systems that interpret the same information in different ways. In this environment, AI becomes just another experiment that never scales. But the conversation is now evolving. And it's evolving fast.

From "more data" to "machine-consumable data." As Jason Busch recently argued, the next revolution in Procurement and Supply Chain won't come from AI alone. It will come from data that machines can actually use autonomously, across every decision and every context.

For two decades, Procurement teams have been buying more data:

- enriched supplier attributes
- diversity and ESG datasets
- supply chain risk indicators
- commodity feeds
- price benchmarks
- cost models

But here's the problem: 99% of this data has lived in parallel universes, detached from the systems and workflows where decisions actually happen. AI flips this model. It requires data that is:

- structured
- harmonized
- contextualized
- machine-actionable
- and consistent across the entire enterprise

This is what Jason Busch calls machine-consumable data. And this is where the true transformation begins.

Why machines need context, not just information. In an AI-native world, access to data is not enough.

Machines need **context they can act on**:

- “Is this the same supplier as the one in the ERP?”
- “Are these two materials equivalent?”
- “Which taxonomy should classify this service request?”
- “Is this risk signal relevant for this category, plant, or material group?”

Without a consistent structure and logic, agents, LLMs, copilots, and autonomous workflows cannot reason reliably. They cannot act. They cannot scale. This is precisely the Creatives Value Proposition. Not as enrichment tools. Not as reporting add-ons. But as engines that transform raw, messy, heterogeneous enterprise data into a harmonized, machine-ready Data Foundation.

Continuous support: Data must stay machine-consumable.

One critical aspect often overlooked is that data does not stay clean, structured, or contextualized on its own. New suppliers enter the system. New materials are created daily. Plants and business units adopt new naming conventions. Taxonomies evolve. This is why Creatives provides continuous, autonomous support to keep data machine-consumable over time — even as new data arrives, even as processes evolve, even as the business changes. A machine-consumable Data Foundation must be maintained, not only “fixed once”. This continuous governance is one of the biggest gaps highlighted by DPW and HFS — and one of the areas where Creatives is uniquely specialized.

Why general-purpose AI is not enough.

One of the misconceptions accelerated by the AI boom is that generalist LLMs can solve enterprise data quality problems. They cannot. They lack:

- understanding of company-specific naming conventions
- knowledge of Procurement and Supply Chain taxonomies
- the ability to interpret materials, spare parts, services, and suppliers
- the domain logic required to make data categorization, matching, and harmonization reliable

Enterprise data requires supervised, domain-specific AI, not generic language models.

This is exactly the point Jason Busch makes when he talks about context: machines need structured, verified, contextual truth, not probabilistic guesses.

Creatives uses supervised, specialized AI models that have been trained over 20+ years of industrial data, something no general-purpose LLM can replicate.

AI + Knowledge Engineering: Creatives’ unique capability.

The reason Creatives delivers machine-consumable data at scale is our hybrid approach:

- **AI trained specifically for Procurement & Supply Chain.** Our models understand real-world materials, services, spare parts, suppliers, and industrial taxonomies.
- **Knowledge Engineering for deep domain logic.** We embed decades of category expertise, technical notation, and industry semantics to ensure accuracy, reproducibility, and explainability.
- **Minimal involvement from the client.** Unlike traditional MDM or taxonomy projects, Creatives does the heavy lifting: AI performs the classification/matching/harmonization, while Knowledge Engineering ensures contextual correctness.

The result: clean, consistent, machine-consumable data — delivered efficiently, with very low customer effort.

This combination is what makes Creatives capable of scaling to the data volumes of global enterprises.

The Data Foundation: the prerequisite for an automated enterprise. The future described by Jason — and increasingly validated by HFS, DPW, Gartner, and leading CPOs — requires a shift from brittle point-to-point integrations to protocol-first interoperability.

Technologies like the Model Context Protocol (MCP) open the door for AI agents to query data in real time, securely and with full governance.

But MCP, or any other protocol, is only as good as the data behind it. And this is where Creatives plays a unique role. We don’t just “clean” data. We don’t just “enrich” data.

We create enterprise-wide, machine-consumable data by:

- harmonizing taxonomies
- uniquely identifying objects
- aligning logic across systems
- maintaining quality over time
- making data reusable for humans and machines alike

This Data Foundation becomes the source of truth for any AI system: LLMs, category copilots, process automation, procurement agents, supply chain prediction engines, and everything that will follow.

From human-dependent processes to autonomous action.

Machine-consumable data changes the game. It enables:

- Autonomous sourcing workflows
- Real-time risk mitigation
- Automated material classification
- Budgeting and forecasting powered by consistent input
- AI copilots that don't hallucinate
- End-to-end visibility with zero manual reconciliation

And it unlocks a new kind of enterprise where:

- Machines make thousands of micro-decisions per day
- Humans supervise, strategize, and lead change
- Data providers become sources of verified, contextual truth
- Procurement and Supply Chain operate at machine speed

The next generation of data providers will not sell data. They will sell trusted context — and organizations with a solid Data Foundation will be the ones able to use it.

And this is where the industry is finally catching up.

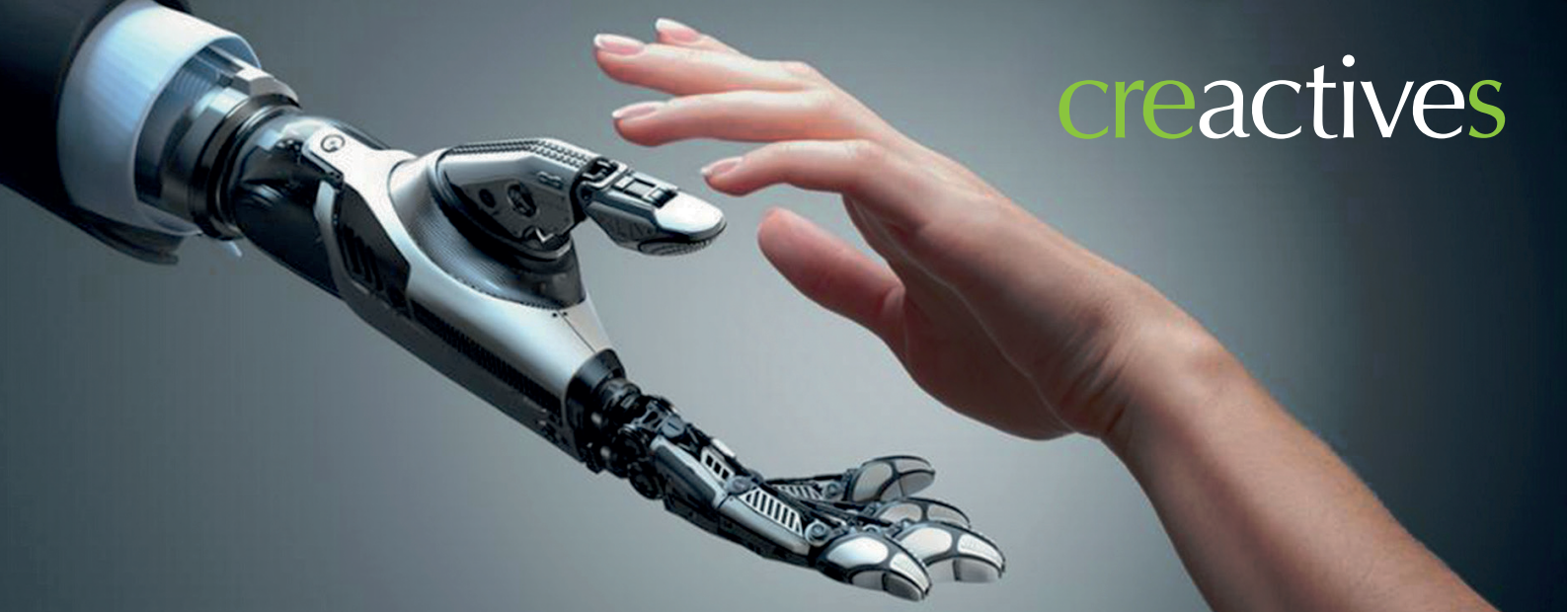
For years, we've repeated in every client conversation: "AI only works if your data is right." Now, the leading voices of the market — DPW, HFS Research, procurement analysts, tech strategists — are saying the same thing: the future belongs to organizations with clean, structured, interoperable, machine-consumable data.

And we're proud that Creactives has been building exactly this capability for more than two decades.

Conclusion: AI will not transform Procurement. Machine-consumable data will.

AI is not the magic. AI is the multiplier. The real magic — and the real bottleneck — is the data. And as Procurement and Supply Chain move toward autonomous operations, machine-consumable data will become the defining competitive advantage.

At Creactives, we believe this shift has already begun. And we're building the Data Foundations that make it possible.



Creactives builds a trusted Data Foundation that creates a Digital Twin of your Master and Spend Data. Our AI-powered solutions eliminate errors, optimize legacy systems, and unlock a wide range of use cases across Procurement & Supply Chain.



SPEND ANALYTICS



MATERIALS & SERVICES
MASTER DATA GOVERNANCE



PROCUREMENT GUIDANCE
AUTOMATION

CREACTIVES: SOLUTIONS SELECTED OVER YEARS BY OPINION LEADERS



"Creactives solves the multi-lingual data harmonization problem across global ERPs where every ERP is in a different language and encodes the product/service/entity using a different format/encoding specific to that language and locale, and it does it very quickly for large data sets. Similarly, it supports simultaneous taxonomies in global spend analytics".

Abigail Ommen, Research Analyst & Analyst Production Manager