

# Newsletter April 2026

Don't just Source - Scale Up

Take the Maturity Assessment and Meet Your New AI Partner, Neo



The 6 Domains    Maturity Levels    Business Impact

[Take the Assessment →](#)

⚡ THE INDUSTRY STANDARD FOR PROCUREMENT EXCELLENCE

## Know Where You Stand. Lead From There.

The Lytica Negotiation Maturity Model is the only structured framework purpose-built for electronic component procurement — giving CPOs a clear, data-driven path from reactive buying to strategic competitive advantage.

[Take the Free Assessment →](#)

[See the 6 Domains](#)



# Lytica's Monthly Newsletter



The companies that will succeed with AI are the ones that view it as a teammate, not just a tool. It is about augmenting human potential, not just automating tasks.

*Fei-Fei Li, Co-Director of the Stanford Institute for Human-Centered AI*

## Procurement teams are entering the AI Era

Procurement organizations are under pressure to make faster, more confident sourcing decisions while navigating increasing market volatility, geopolitical risk, and supplier concentration.

A new generation of procurement intelligence is emerging that combines real market data, supplier signals, and AI-driven guidance to help teams move from reactive decision-making to proactive strategy.

The shift is no longer just about visibility into pricing. It's about understanding supplier power, market positioning, leverage opportunities, and negotiation readiness in real time.

## Product Update

### AI-Powered Negotiation Intelligence Has Arrived

On April 30, Lytica officially launched Neo, a first-of-its-kind AI negotiation agent purpose-built for electronic component procurement.

Powered by more than half a trillion dollars in real buyer-side transaction intelligence, Lytica's Neo helps procurement teams identify leverage, prepare negotiation strategies, and execute supplier conversations with greater confidence and consistency.

Neo guides procurement teams through four key stages of supplier engagement:

- **Focus** - Identify high-impact opportunities
- **Prepare** - Build data-driven negotiation strategies
- **Negotiate** - Execute with real-time market intelligence
- **Upskill** - Scale best practices across teams

By combining proprietary market intelligence with AI-driven guidance, Neo helps procurement organizations move faster, negotiate smarter, and improve sourcing outcomes.



“For the first time, procurement teams have an AI agent that knows the market as well as their best negotiator — and never enters a conversation without leverage.”

*Martin Sendyk, President & CEO of Lytica*

### [Read the Press Release](#)

<https://www.accessnewswire.com/newsroom/en/business-and-professional-services/the-ai-negotiation-agent-giving-electronics-procurement-teams-th-1162019>

## Upcoming Webinar

### [The End of Negotiating on Instinct: Real-Time Intelligence at the Table](#)

**Featuring:** [Shawn Bradley](#), VP Product Expansion

**Date:** Thursday, May 21

**Time:** 11:00 AM – 12:00 PM ET

Learn how procurement teams are using Neo AI and real-time market intelligence to identify leverage, strengthen supplier negotiations, and improve sourcing outcomes.

[Register Here](#)

<https://watch.getcontrast.io/register/lytica-2-the-end-of-negotiating-on-instinct-real-time-intelligence-at-the-table>

## Product Launch: Supplier Intelligence

### Turn Supplier Data into Negotiation Leverage

Launching May 19, the Supplier Intelligence module brings together market performance, supplier relationship dynamics, and business strength signals to give procurement teams a clearer view of supplier leverage and negotiation positioning.

The new module helps teams answer critical questions including:

- How do I perform with this supplier perform versus the broader market?
- How much leverage do we actually have?
- Is this supplier operating from a position of strength or pressure?

Supplier Intelligence combines three new platform views:

- **Global Manufacturer Rankings** — Market-wide competitiveness and performance
- **Supplier Relationship Assessment** — Internal leverage and dependency insights
- **Manufacturer Business Insights** — Financial and operational supplier signals

By turning supplier insight into actionable intelligence, teams can better prepare for supplier conversations, align internal strategy, and improve negotiation consistency across sourcing cycles.

## Upcoming Webinar

### Supplier Intelligence Webinar - May 27

Learn how procurement teams are using supplier intelligence to identify leverage, understand supplier positioning, and negotiate with greater confidence.

[Register Here](#)

<https://watch.getcontrast.io/register/lytica-2-defending-the-line-neutralize-price-increases-with-data-backed-leverage>

## Procurement Maturity Assessment

Just Launched: Know Where You Stand. Lead From There.

Lytica has officially launched the Negotiation Maturity Model Assessment, the only structured framework purpose-built for electronic component procurement. Designed for CPOs and procurement leaders, the model provides a clear, data-driven path from reactive buying to strategic competitive advantage.

The assessment evaluates procurement maturity across six critical domains, including:

1. Spend & Market Intelligence
2. Supplier Relationships & Segmentation
3. Negotiation Process & Governance
4. Design Engineering Collaboration
5. Data & Systems Utilization
6. Team Capability & Skillset

In just 15 minutes, teams receive:

- A domain-by-domain maturity score
- A visual procurement capability assessment
- Prioritized recommendations
- A roadmap for continuous improvement

The framework helps organizations identify negotiation gaps, reduce supply chain risk, and build more structured, intelligence-driven procurement operations.

## Ready to See Where Your Team Stands?

Free. 15 minutes. Results you can act on immediately.

<https://maturitymodel.lytica.com>

No account required · Results displayed instantly

## Closing Thoughts

Procurement teams are entering a new era — one where negotiation outcomes are no longer driven by instinct alone, but by real-time intelligence, supplier visibility, and AI-assisted decision-making.

From Neo AI to Supplier Intelligence and the new Procurement Maturity Assessment, Lytica is continuing to build the intelligence layer that helps procurement organizations move faster, negotiate with greater confidence, and turn market insight into measurable business impact.

As supply chains grow more complex, the teams that combine data, strategy, and execution most effectively will be the ones that create lasting competitive advantage.

We look forward to continuing that journey with you.

Best regards,  
The Lytica Team 😊