

Canva

ZIP

vendr

# Canva brings **efficiency to their SaaS procurement** with the integration of Zip and Vendr

## The challenge

How to maintain hypergrowth while making it easier to manage all SaaS, collect new tool requests, and handle negotiations at scale.

## The outcome

Zip's effortless intake process with an instant sync to the Vendr SaaS buying team means Canva gets visibility into all SaaS purchases and knows they're getting a great price — all while keeping it super simple for their people.

### About Canva

Canva is a free online visual communications platform with a mission to empower everyone in the world to design. Featuring a simple drag-and-drop user interface and a vast range of templates ranging from presentations, social media graphics, posters, apparel to videos, plus a huge library of fonts, stock photography, illustrations, video footage, and audio clips, anyone can take an idea and create something beautiful.

### Headquarters

Sydney, Australia

### Founded

2013

### Countries

190

### Website

[www.canva.com](http://www.canva.com)

### Company Size

2,000+

### Valuation

\$40B

## Hypergrowth needs hyperfast SaaS procurement

Canva is growing at lightspeed and needed SaaS procurement processes and workflows to match that pace.

Canva's ongoing hypergrowth means an uptick in new SaaS tools to support the growing organization, but Michael Denari, Canva's Head of Global Spend & Business Systems, couldn't risk slowing anything down with a lengthy and outdated procurement request process.

Denari needed to find tools and services that would make it easier for employees to request software and guarantee the best commercial outcomes quickly.

**“Zip is a purpose-built procurement platform that balances the needs of all stakeholders.”**



MICHAEL DENARI | Head of Procurement

*Canva*

## Specialized tools make it easy to buy vs build

“SaaS tooling continues to explode as solutions are created for all aspects of business, meaning they are more specialized and more options,” says Denari.

“For procurement operations, it’s exceedingly rare to find a workflow that leaves all stakeholders happy. Too much flexibility and there’s no order. Burden the requester and they’ll find another way. No visibility and there’s confusion.”

“As for SaaS pricing, it’s unrealistic to think that any procurement team will have enough in-house expertise to have confidence their team has achieved the best possible deal.”

## How Vendr and Zip deliver on speed and savings for Canva

Denari explains, “Zip is the procurement team’s air traffic control automating the routing of the right information to Vendr and other technologies as part of a single source of truth for employees. Vendr is specialized to run with the information and fulfill our SaaS procurement, and when done, seamlessly update the negotiation status so the approval chain in Zip can proceed.”

**“Vendr is an insurance policy to bring order to the chaos of SaaS procurement.”**



MICHAEL DENARI | Head of Procurement  
*Canva*

**Modern spend approvals**

**ZIP** Get a demo

**The SaaS buying platform**

**V** vendr Get a demo