

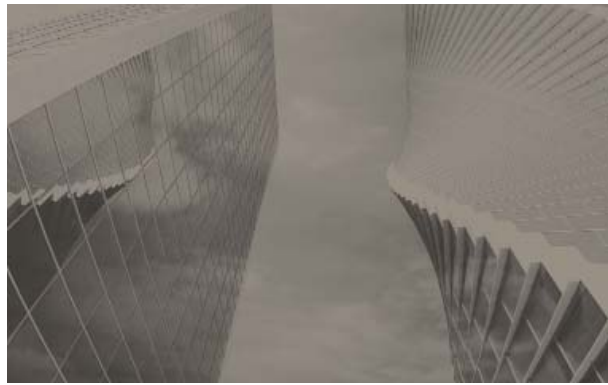


CUSTOMER SUCCESS PROFILE

Hubbell Incorporated

Hubbell Incorporated is an international manufacturer of quality electrical and electronic products for commercial, industrial, utility, residential, and telecommunications markets.

As a highly decentralized company, Hubbell lacked a sourcing process across its businesses but recognized that it was critical to put one process into place that would be consistent for every business.



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William Northup,
Director of Sourcing
Hubbell

The Hubbell procurement team reviewed several vendors’ solutions before determining that the Ariba® solutions, from its merger with FreeMarkets®, provided both the software and services that they required to achieve spend management success.

Hubbell implemented Ariba® QuickSource™ four years ago, and has achieved great results ever since. The company’s buyers—approximately 60 at this time—are trained on the sourcing process around the software. The procurement team is currently migrating the tool to other non-purchasing personnel, such as Marketing, to achieve additional savings in less traditional areas of spend. The company has already successfully consolidated its travel spend with one travel agency to achieve efficiencies and sustained savings.

“We save an average of six to seven percent per year on projects run through Ariba QuickSource,” said William Northup, Director of Sourcing at Hubbell. The savings have been very consistent and, even with inflation, the team has found ways to save money on some of the basic commodities such as steel and copper through global sourcing and running auctions in low-cost countries with multiple bidders.

Synergistic Benefits across Locations

Communication and collaboration are two of the greatest benefits that Hubbell has achieved through implementing Ariba QuickSource.

“If we have buyers in multiple locations working on the same project, now they can use the same process all at the same time,” said Northup. “It brings synergy and makes it easy for everyone to work together—via teleconferences—even when they are located all over the United States.”



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Before implementing Ariba QuickSource, Hubbell's buyers kept to themselves and did not freely communicate with one another. Today, the buyers have learned to work together to leverage spend from across all of the locations.

Tips for Organization-Wide Buy-In

Hubbell's procurement organization has played up their very successful sourcing projects and has given credit to buyers when they are successful as encouragement to put more spend through the tool.

The team communicates successful projects to top managers across the company as well to promote the place of sourcing across the entire business.

According to Northup, "You have to get your top management to support it. If they are behind you, you can achieve a lot more. Particularly in a decentralized company, if you don't have top management support, you will struggle."

By providing positive feedback to the early adopters upfront, others in the organization will want to become just as successful with their initiatives.

Northup also recommends that when working with people unfamiliar with Ariba QuickSource, it is very useful to have a top-level user provide assistance with their projects to maximize usage of the tool.

Looking Ahead to Continued Success

The combination of Ariba's software and services has allowed Hubbell to migrate as they moved forward in doing their own work but also to leverage Ariba's sourcing resources as needed on select projects.

Northup and his team are currently looking to gain a deeper understanding of the comprehensive suite of Ariba Spend Management solutions—in particular, the Ariba Visibility™ solution—to determine how those solutions can integrate with their existing systems to help accelerate their bottom-line results.

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About Hubbell Incorporated

Hubbell Incorporated is an international manufacturer of quality electrical and electronic products for commercial, industrial, utility, residential, and telecommunications markets. Hubbell Incorporated operates manufacturing facilities in North America,

Puerto Rico, Brazil, Mexico, Italy, Switzerland, and the United Kingdom, participates in a joint venture in Taiwan, and maintains sales offices in Singapore, Hong Kong, South Korea, People's Republic of China, and the Middle East. The corporate headquarters is located in Orange, CT.

About Ariba

Ariba, Inc. is the leading provider of spend management solutions to help companies realize rapid and sustainable bottom line results. Successful companies around the world in every industry use Ariba Spend Management software and services. Ariba can be contacted in the U.S. at 1.650.390.1000 or at www.ariba.com.