

# Gexpro Supplier Spotlight



eBusiness strengthens relationships, expands new opportunities



## Customer Profile

Gexpro, part of the Rexel Group, is one of the largest electrical distributors in the United States and globally. Their customer base consists primarily of electrical contractors and Industrial OEM's & MRO's. Gexpro has over 150 locations around the globe offering more than 250,000 products from 200+ manufacturers worldwide—providing customers the electrical supplies they need, when and where the need them.

## The Challenge

As customers looked for ways to streamline procurement and payment, eBusiness solutions became more prominent and Gexpro sought to develop a comprehensive eBusiness strategy to service existing customers and reach new buyers.

A primary challenge was delivering the level of customization and management required for each customer implementation. Initially, Gexpro relied on their sales force to sell eBusiness solutions, but quickly developed a Customer Solutions team dedicated to eBusiness management and support. This focused approach propelled eBusiness growth and created competitive advantages.

“Gexpro is more than just another distributor—we want to be a business partner that can increase our customer’s productivity and improve the way we do business together. Our global footprint, technical expertise, and Customer Solutions team are competitive strengths—and the capabilities of the Ariba Supplier Network support our customer-focused approach.”

— Jeremy Kren, Manager, Customer Solutions

## The Solution

Gexpro began transacting on the Ariba® Supplier Network™ in 2006 and today utilizes PunchOut, Purchase Order Acknowledgements, Advanced Ship Notices, Invoicing, Purchase Orders, and Change Orders to provide customers with a seamless electronic transaction process.

The company's eBusiness portfolio and expertise is designed to provide transactional ease, efficiency, accuracy, cost-savings, and value to customers. Gexpro can accommodate a range of requirements including: on-site inventory management services and solutions; seamless integration with virtually any eCommerce platform; online ordering and value added services; print and electronic catalog solutions.

Gexpro continually refines processes for migrating current customers, reaching new eBusiness customers, and streamlining the order-to-cash cycle for all order entry methods.

## Adding Up the Benefits

The Gexpro eBusiness strategy has established the company as a business partner—not just a distributor. Automating the order-to-cash cycle via the Ariba Supplier Network has created a more user-friendly experience and led to more business opportunities.

By eliminating manual data entry, Gexpro has reduced order processing errors, which has lowered transaction costs and decreased customer inquiries regarding orders. In addition, electronic orders and payments are received and processed more quickly.

To promote eBusiness capabilities, Gexpro participates in AribaLIVE, posts articles on the company website describing the power of the Ariba Supplier Network, and uses Ariba Network Discovery to proactively reach customers that transact via the Ariba Supplier Network.

Working with Ariba supports Gexpro's customer-focused approach while strengthening competitive advantages throughout the order-to-cash cycle.



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