

MarkMaster Supplier Spotlight



eProcurement delivers larger market share at lower costs



Customer Profile

MarkMaster is a minority-owned manufacturer of marking and identification products. Founded in 1933, the Tampa-based company provides name badges, nameplates, rubber stamps, signs, banners and decals to numerous Fortune 500 companies in banking, insurance, retail, entertainment and various other industries.

The Challenge

A decade ago, nearly all MarkMaster transactions were paper-based, but customers were looking to streamline purchasing processes and lower transaction costs. The company also wanted to expand market share without increasing cost structures.

MarkMaster sought to be a partner, not just a supplier, providing customers with eBusiness websites along with flexible ordering capabilities, including customized shipping, billing, and reporting for specific customer needs. However, converting to electronic transactions and creating a highly competitive system—with limited IT resources—was intimidating.

Using the Ariba® Supplier Network™, MarkMaster was able to develop and implement a complete electronic procure-to-pay solution and access a large network of potential customers.

The Solution

MarkMaster became Ariba® Ready™ in 2000 and since then has integrated many Ariba services into their eCommerce solution including, Ariba® PunchOut™, eInvoicing, status updates, and automated ship notices.

“As the economy is forcing companies to cut cost, the savings that come from an eProcurement solution become even more important... MarkMaster is glad to be positioned to help customers meet their cost savings goals.”

—Craig Moore, Customer Relations Manager



A MarkMaster project manager works to integrate customers across all departments and can customize the experience for each customer. Simple implementations can be completed in as little as 2 or 3 days. In addition, a dedicated customer service person is assigned to the account.

MarkMaster is a strong advocate for eBusiness in their industry, and being an eCommerce expert solidifies existing customer relationships, enhances trust, and opens up opportunities for new business.

MarkMaster regularly participates in AribaLIVE and last year alone picked up three new high-profile clients that totalled \$1 million in sales over the next 12 months. The company notes that at least 65 percent of new clients are a direct result of Ariba.

Adding Up the Benefits

For MarkMaster, the Ariba Supplier Network has transformed their business. Electronic orders have soared from two percent in 2000 to 95 percent today, and eBusiness efforts have driven sales growth of 20 percent a year since 2000—even in a mature market. During the same time period staffing increased by only 10 percent while overhead was reduced in every facet of the business. Transaction expenses and error rates have been greatly reduced, and electronic invoicing has resulted in faster payment cycles.

Through a continued commitment to eBusiness and the Ariba Supplier Network, MarkMaster built upon a 75-year history of innovation and created a strong foundation for future growth.

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