

Cellular Accessories for Less (CAFL)



Winning on Speed, Price, and Service



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— Mitch Langstein
Director of Marketing
Cellular Accessories for Less

Customer Profile

Cellular Accessories for Less (CAFL) is a Los Angeles-based seller of accessory products for wireless/cellular phones and personal digital assistants (PDAs). CAFL strives to provide quick, responsive customer service and quality products at an exceptional price. With a vast inventory of more than 6,000 products, CAFL leverages its significant buying power to offer customers price savings of 20 to 50 percent over competitors.

The Challenge

“We work in a very technical business, and to guarantee the success of our customers we have to provide all the correct protocols and compatibilities so they can quickly select the products they need,” explains CAFL marketing director Mitch Langstein. The rapid pace of change in the cellular phone industry—with up to ten new phones introduced every week—makes accurate, updated information even more crucial.

The Solution

To enhance the company’s competitive position, CAFL made the decision to integrate to Ariba® Supplier Network™ four years ago and soon after decided to become an Ariba® Ready™ supplier.

“The number one feature for us is Ariba® PunchOut,™” Langstein says. PunchOut lets customers instantly click out to the CAFL website for extensive content on products, functionality, and compatibility, then pop back to Ariba Supplier Network to complete transactions. Up-to-the-minute alerts and hyperlinks with detailed specifications enhance accuracy even more. And automatic updates eliminate the redundant processes typically required to match catalog and website content.

CAFL used its existing eCommerce site as a template to ensure the new site would have the same look and feel. Once set-up was complete, CAFL was able to add new customers in about five minutes with a simple one-step configuration process in a back-office web application.

Adding Up the Benefits

Analysis shows that existing CAFL customers who switched to Ariba have increased their purchases by an average of 32 percent. “We’ve picked up new divisions in the companies that initially got on board,” says Langstein. Ariba makes it easier for customers to share negotiated price discounts throughout the organization, maximize use of approved vendors, reduce processing expenses, and simplify transactions.

“We’ve been able to deliver on our promises—our products arrive fast and we give support quickly, and we can still have strong relationships with our customers without so many phone discussions,” says Langstein.

