

# Support Services of America, Inc. Supplier Spotlight



Efficiently reaching the Fortune 1000 and saving marketing dollars



## Customer Profile

Support Services of America, Inc. (SSA) is a national facilities maintenance corporation that provides facilities, janitorial, landscapes, and grounds maintenance services in 50 states and Canada. SSA serves the Fortune 1000 retailers, healthcare organizations, government agencies, banking and financial, and property management companies.

## The Challenge

SSA began using the Ariba® Supplier Network™ in 2004, primarily for conducting business with several large clients. In 2008, the company became aware of Ariba Discovery and was interested in how this web-based service could generate leads and provide opportunities with Fortune 1000 companies.

At that time, SSA relied heavily on direct sales campaigns, telemarketing, and email campaigns as well as sales/business development efforts to target prospects. According to SSA, the strategy was a numbers game and although the company achieved sales growth, it was time-consuming and costly.

## The Solution

To begin using Ariba Discovery, SSA completed the online company profile in only a few minutes and was immediately connected to a large network of prospective buyers.

The service automatically notifies SSA of high-quality RFPs that match their capabilities and, over several months, SSA has bid on many projects—including some from companies in market niches that SSA had not accessed before.

To get preferential search placement and an expanded profile listing on Ariba Discovery, SSA signed up for Advantage Profile, which includes the company logo, URL links to relevant content and allows for more detailed company and contact information. Advantage Profile is an effective way to distinguish SSA from other suppliers and has led to increased buyer requests.

“As a mid-range company with finite resources, it’s difficult to get our arms around a national audience and canvas Fortune 1000 companies. Ariba Discovery maximizes our resources. SSA anticipates that in two years we could bid on several times the amount of business we do today utilizing Ariba.”

—Greg Bosserman  
Vice President, Business/Program Development

## Adding Up the Benefits

Ariba Discovery has supplemented SSA’s primary business development initiatives and identified opportunities in large companies that would have required a much more intensive sales effort to uncover.

The company estimates savings of up to \$50,000 in labor, travel, and marketing expense—approximately 10 percent of total expenditures—while successfully reaching target audiences and generating qualified RFPs.

In addition to responding to bid requests, the company plans to be more proactive on Ariba Discovery, using the extensive search capabilities to identify companies that can use SSA services.

With Ariba Discovery, SSA is saving time and money in front-end lead generation and allowing sales teams to focus on high-value prospects and growing client relationships.



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

Copyright ©2009 Ariba, Inc. All rights reserved, Ariba and the Ariba logo are registered trademarks of Ariba, Inc. Ariba Supplier Network is a trademark of Ariba, Inc. All other products or company names mentioned are used for identification purposes only, and may be trademarks of their respective owners.