

Bishop Technologies Supplier Spotlight



Effectively targeting qualified and motivated buyers



Customer Profile

Founded in 2002, Bishop Technologies provides customized end-to-end electronic archive management solutions for email, instant messaging (IM), data files, scanned documents, and other electronic records. Headquartered in Illinois, Bishop clients include law firms, financial services firms, manufacturing companies, and public entities.

The Challenge

Bishop Technologies is a leading provider of electronic data management solutions, and is a recognized name within the markets it serves. However, the company has challenged itself to increase name recognition outside its core client base, and to identify prospects across a broad group of vertical markets and geographic areas.

To generate leads, the company primarily relied on cold calling, periodic marketing campaigns, tradeshow, and word of mouth. These efforts often involved educating prospects on the benefits of Bishop's customized solutions to capture, preserve, and access digital data. The company saw an opportunity to save marketing time and expense by targeting companies that understood the value of data management and were actively looking for a qualified supplier.

The Solution

To elevate their visibility as a data management leader, Bishop initiated a rebranding strategy, which includes publishing a newsletter, expanding the content on its website, and offering seminars. The company also sought to leverage vendor and client relationships to identify prospects.

In talking with colleagues, Ariba Discovery was recommended as an excellent business-to-business networking tool. Bishop signed up for Ariba Discovery—the process only took a few minutes—and an initial search for RFPs yielded one excellent opportunity with a large firm offering electronic security systems and services.

Bishop responded to the RFP and the two companies corresponded through Ariba Discovery to clarify service and contract requirements. Within a few weeks, the prospect selected Bishop as a preferred supplier in the bidding process, and after a few months Bishop was awarded the project.

Adding Up the Benefits

According to Bishop, Ariba Discovery facilitates connections with qualified and motivated buyers, and the RFP process is significantly faster than using conventional systems. Ariba Discovery allows the company to spend less time prospecting and educating leads, and more time responding to strong business opportunities.

Bishop is orienting their entire sales force to utilize Ariba Discovery as a lead source, and is expanding its company profile on Ariba Discovery to more clearly identify their ability to serve companies in various vertical markets and geographic areas.

"I see Ariba Discovery as part of our overall business development strategy. It gives our sales people a way to find and cultivate prospects that are in the market for the specialized products and services we provide."

—Walt Burton, Director of Client Solutions



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