

# Winning Previously Unknown Business

Challenges	Solutions	Results
<ul style="list-style-type: none"><li>• Reach new markets with limited marketing budget</li><li>• High costs associated with direct mail, advertising, and trade shows</li><li>• Inconsistent results using legacy marketing methods</li></ul>	<ul style="list-style-type: none"><li>• Deployed Ariba technology to replace or complement traditional marketing and lead generation activities<ul style="list-style-type: none"><li>• Set-up time less than 10 minutes</li><li>• Immediate access to Global 2000 buyers</li></ul></li><li>• Uses Ariba Network for paperless order fulfillment</li></ul>	<ul style="list-style-type: none"><li>• Discovered and won a large RFP from a national chain representing previously unknown business</li><li>• Paperless transactions led to increased orders, improved order accuracy, and reduced processing costs</li></ul>

Company  
Safe-Strap (SSC)

Profile  
Manufacturer of shopper safety and convenience products

Ariba Commerce  
Cloud Features  
Ariba business discovery  
Ariba Network for business collaboration

**“Ariba Discovery is changing our business—especially lead generation. We can reduce resources allocated to direct mail, trade shows, advertising, and other traditional marketing methods and better target qualified buyers.”**

Paul Giampavolo, President, SSC

