

C&H Distributors Supplier Spotlight



Complementing direct marketing strategy to reach qualified buyers



Customer Profile

As a leading distributor of industrial supplies, C&H carries over 40,000 products including storage products, material handling equipment, and maintenance and shipping supplies. The 72-year-old company, headquartered in Milwaukee, Wisconsin, has 350 employees servicing customers in all industries including commercial, industrial, and institutional businesses across North America.

The Challenge

C&H supports a multi-channel sales strategy and a key challenge is to find ways to more efficiently target qualified buyers and generate solid leads from around the U.S. and in Mexico.

C&H primarily uses an internal sales team and direct marketing to reach a broad base of customers—from Fortune 500 to individuals. In addition to an online order system and its 800+ page catalog, the company produces smaller catalog-based inserts for publications targeting specialized audiences. Trade shows and email campaigns also are used to develop prospects and grow accounts.

These efforts generate interest and inquiries—and requests for catalogs—but do not always connect C&H directly with companies and contacts that are ready to buy.

The Solution

C&H had been using the Ariba® Supplier Network™ for several years, and became aware of Ariba Discovery as a complementary service focused on facilitating connections between buyers and suppliers. The process of registering on Ariba Discovery took minutes, and within days C&H received a request to bid on a large project from a prominent university.

According to C&H, the university posting arrived directly in their inbox, and C&H used Ariba Discovery to clarify requirements and other order details. In less than three weeks after the initial buyer request, C&H was awarded the project.

Adding Up the Benefits

In addition to securing the university order, C&H has consistently received bid requests from interested buyers on Ariba Discovery—which puts C&H sales staff directly in touch with the right contacts in these organizations—leapfrogging traditional lead-generation processes.

According to C&H, the ability for a buyer to find a good match on the commodity list, send information directly to the supplier, and correspond through Ariba Discovery is a great starting point for any sales effort.

C&H sees the opportunities to supplement traditional marketing tools, such as trade shows and direct mail, with online efforts, including Ariba Discovery.

The company also plans to have more sales people use the search functionality on Ariba Discovery to proactively identify qualified buying organizations around the country and in Mexico.



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