

## Did You Know:

- Buyers typically spend US \$3.2 million annually with Express Content sellers
- Express Content sellers typically realize a 67 percent ROI within months
- Small-to-midsized and large sellers have realized between a 20 percent and 800 percent ROI with Express Content
- Express Content benefits sellers across industries, including industrial goods, information services, office supplies, electronics, and computing equipment
- Each year, buyers typically issue 44,000 POs through the Express Content program

## Gain Exposure to New Ariba Customers and Grow Wallet Share with Current Customers

You've likely invested heavily in your eProcurement and B2B channel over the past few years and want to maximize returns on this investment. How would it help if you could better position your company to access the newest buyers in the eProcurement market?

Targeting these buyers, especially midmarket companies with revenues between US \$300 million and US \$5 billion, can be difficult. They face many challenges and barriers as they embark on their spend management journeys, particularly in the areas of seller enablement and catalog management. For example, buyers often aren't sure which sellers to implement electronic catalogs with, and because they have limited resources to manage catalog content, they have to choose carefully. For many, the priority is finding sellers that can easily plug into their Ariba system and support their eProcurement initiatives – even if that means finding new sellers.

The Ariba® Express Content program (Express Content) helps you remove these barriers and drive rapid return on investment (ROI) for your customers' eProcurement programs – which ultimately positions your company as a seller of choice. Express Content enables you to leverage your investment in catalog content by providing buyers with “ready-to-use” content for commonly purchased goods and services. By participating in the Ariba Express Content program, you can:

- Enable buyers to easily find and compare your company against their current supply base.
- Significantly lower the cost of entry to conduct catalog-driven business with you through the Ariba® Network.
- Make it easier for buyers to expand the types of catalog content they can make available to support their eProcurement initiatives.
- Boost revenues for your business.

## Ariba Express Content: An Investment in Growing Your Business

The Ariba Express Content program helps you eliminate a key barrier to higher sales and customer connection: the buyer's cost of accessing your catalog content electronically. As an Ariba-validated

*“Express Content is an intuitive and unique offering that allows a seller such as Newark to extend their product offering to a range of new markets and direct customers. The program jointly allows both buyers and sellers to reduce their enablement costs and delivery time and quickly focus on the benefits of spend management.”*

– Dianne Kibbey, Global Head of Portals and eProcurement, Newark Electronics

Express Content seller, you provide buyers with free, ready-to-use catalog content that's tested, validated, and ready to be loaded into their preferred Ariba catalog type, such as CIF, Ariba PunchOut™, or Ariba Level II PunchOut.

By giving customers fast access to free catalog content, you make it much easier for them to find your products and services and place orders – especially when it's available through an Ariba PunchOut catalog. Because customers incur no setup costs to access your content, they have a big incentive to do business with your company.

## Increased Order Accuracy

When customers order from electronic catalogs, sellers on the Ariba Network benefit by receiving more accurate orders. For example:

- Fastenal, a major industrial seller, increased the accuracy of its customers' orders by 83 percent when it migrated them from paper catalogs to Ariba PunchOut.
- xpedx, an international paper company, increased its order accuracy from 94 to 99 percent through the use of electronic orders.

By making it easier for customers to access your electronic catalogs, Ariba Express Content enables you to increase the number of accurate orders you receive, which in turn minimizes errors and reduces your costs.

## Proven Results

Sellers participating in the Express Content program are winning new business and achieving positive ROI. Since the program's inception, over 24,000 purchase orders and US \$1.9 million in sales volume have been generated as a result of Express Content.

## The Benefits of Participation

As a pre-enabled Express Content seller, you can quickly grow your B2B eCommerce business by:

- Gaining exposure with new Ariba customers – especially midmarket companies that are actively seeking new sources of supply but don't have budget to pay for electronic catalog content.
- Motivating existing customers to consolidate spend with you, which increases your market share.
- Making it easier for buyers to source lower-volume categories of goods and services electronically.
- Enabling customers to access your existing contracts with them for all eProcurement purchases.
- Increasing online volumes by advising customers to use flexible catalog options (such as Ariba PunchOut) that drive higher user adoption, more click-throughs, and additional orders.
- Retaining control over the presentation of content and pricing for each customer.
- Increasing the number of orders placed electronically, which enables you to process more orders automatically and benefit from fewer errors and lower costs.
- Gaining credibility around your overall eCommerce capabilities as a seller validated for Express Content through the Ariba Ready™ program (Ariba Ready).

*"The Express Content Program is a no-brainer. I will get broad content across spend categories rapidly and at no charge. My users will be able to find everything they need from the start and use the system more."*

– Procurement Director, Ariba Procure-to-Pay™ Client in Manufacturing Industry

## Determining Eligibility

To participate in the Express Content program, you must meet certain requirements, including:

- Development of a sample catalog and marketing material to be made available to buyers using Express Content.
- An Ariba Ready designation for one of the following catalog types: CIF, Ariba PunchOut, or Ariba Level II PunchOut.

## Program Highlights

- Pre-enabled content and buyer notification.
- Preloaded catalog content for preview by participating buyers.
- Ariba notification to sellers about preexisting and new participating buyers.
- Seller control over customer-specific pricing and content personalization.
- Proactive presentation of Express Content–enabled sellers to buyers.
- Buyer access to the entire seller pre-enabled catalog in Ariba® Procurement Solutions.
- Freedom to negotiate the best, mutually agreed-to pricing terms between buyers and sellers.

## Preferred Seller Enablement

- Recommendation to new buyers to implement Express Content–enabled sellers first.
- Ariba facilitation of buyer-seller contacts and negotiations to ensure catalog options and prices are defined and agreed to up front.
- Recommended Ariba best practices shared with both parties to facilitate fast and mutually successful enablement.

## Sales and Marketing

- Seller name and/or logo in relevant Ariba Procurement Solutions sales presentations, sales demonstrations, and webinars.
- Seller demo catalog link in the Ariba Ready booth at Ariba LIVE™.
- Seller case study promoted on Ariba.com.
- Seller name listed on Ariba.com as “Express Content ready.”
- Express Content designation added to seller’s Ariba Ready logo.
- Active promotion of sellers to new Ariba customers.
- Seller input into marketing programs.

## Seller Products and Services Supported by Ariba Express Content

If your company supplies one or more of the following types of indirect goods and services, then this program is for you:

- Industrial Supplies and MRO
- Life Sciences and Chemicals
- Office Equipment
- Electrical/Electronics
- Custom Office Products
- Knowledge Products and Services
- Pharmaceutical Products and Equipment
- Print Products and Services
- Computer Hardware/Networking
- Software
- Office Supplies
- Paper Goods and Packaging
- Travel and Hotels
- Promotional Goods (Apparel, Luggage, Personal Care)
- Facilities and Material Handling Services
- Health Care Services
- Transportation, Storage, Mail Services
- Temporary Workforce
- Consulting
- Professional Services
- IT Outsourcing
- Print Services
- Marketing Services

## About Ariba, Inc.

Ariba, Inc. is the leading provider of collaborative business commerce solutions. Ariba combines industry-leading technology with the world's largest web-based trading community to help companies discover, connect and collaborate with a global network of partners – all in a cloud-based environment. Using the Ariba® Commerce Cloud, businesses of all sizes can buy, sell and manage cash more efficiently and effectively. Over 500,000 companies around the globe use the Ariba Commerce Cloud to simplify inter-enterprise commerce and enhance results. Why not join them? To get on the path to Better Commerce visit: [www.ariba.com/commercecloud/](http://www.ariba.com/commercecloud/)

**Apply now for the Ariba Express Content program at [programs\\_info@ariba.com](mailto:programs_info@ariba.com).**

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