



Silver Membership Ariba Supplier Sales and Marketing Programs

Benefits

- Extend your online commerce investments
- Strengthen relationships with existing customers
- Maximize exposure to the Ariba Global 2000 customer base
- Gain exclusive access to decision makers
- Gain third-party validation of your online capabilities

Grow Your Business with Ariba

When you join the Ariba® Network, you can conduct business with your customers in a more cost-effective, collaborative way that benefits everyone. But did you know that you can also use it to get exposure to more buyers, find new customers, and grow your business?

Ariba Supplier Sales and Marketing Programs prepackage networking, marketing, and consulting expertise to help grow your online business faster and more efficiently. We offer three different levels—Silver, Gold, and Platinum—that have been carefully designed to meet the needs of different organizations at each step in their online commerce journey. These resources will help you:

- Extend your investments in online commerce within accounts and across more customers
- Target your marketing efforts to tens of thousands of procurement, sourcing, and finance executives in the Ariba Global 2000 customer base
- Gain exclusive access to and networking opportunities with high-level decision makers
- Increase product and services visibility and drive more volume online
- Gain third-party validation of your online capabilities from Ariba, the leader in collaborative business commerce

Silver Membership: Giving You the Resources to Accelerate Business Growth

If you are new to the Ariba Network or simply want to explore it as a channel for new business, the Ariba Ready™ Silver program (Ariba Ready Silver) may be right for you. Ariba Ready designates suppliers that demonstrate specific electronic transactional capabilities and content requirements on the Ariba Network. The introductory Ariba Ready Silver program level offers just the right combination of networking, marketing, and consulting expertise to help you hit the ground running or deepen your participation so that you realize greater return on your investment in technology and training. We'll help you get new customers, find and connect with your existing customers on the Ariba Network, and use the Ariba Network to deliver an exceptional service experience that strengthens relationships over time.



"Our company was invited to register on the Ariba Network by one key account, and now we can attribute nearly a dozen accounts to our Ariba Network capabilities and our Ariba Ready status."

– Director of eCommerce and Business Development at a medium-sized business

Networking Opportunities

One of the fastest and easiest ways to grow your online business is to find out which of your customers is already using Ariba to connect with suppliers electronically. At the Ariba Ready Silver level, you receive two hours of buyer relationship-matching services, where we'll compare customer lists and find ways to drive your current customers who are on the Ariba Network to adopt online commerce with you.

Ariba Ready Silver membership also includes two complimentary passes for the Ariba LIVE™ conference (Ariba LIVE), the leading business commerce conference that draws more than 1,200 attendees each year—50 percent of which are at the director level or above. You also receive Ariba LIVE marketing discounts that give you up to 20 percent off on booths and conference sponsorships that provide opportunities to meet face-to-face with high-level decision makers.

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/

Marketing Opportunities

If you're eager to find new customers and sell deeper into existing ones, the marketing opportunities provided at the Ariba Ready Silver level will jump-start the process. We'll help you engage in targeted marketing efforts directed at over 35,000 procurement executives at companies already using Ariba to purchase other goods and services. You can't get this level of access anywhere else.

For example, to differentiate your business and increase exposure to new buyers, you receive two prepaid preferred supplier designations that provide third-party validation of your online commerce capabilities. You can earn Ariba Ready designations in areas such as CIF catalog, Ariba PunchOut™, the Ariba Invoice Management™ solution (Ariba Invoice Management), the Ariba Payment Management™ solution (Ariba Payment Management), and Ariba® Express Content (Express Content). Once you qualify in an area, you can promote your Ariba Ready status on www.ariba.com and within your own marketing literature to showcase your technical sophistication and ability to quickly support customers' online commerce initiatives.

Consulting Expertise Opportunities

As an Ariba Ready Silver member, you receive up to 10 hours of strategic and technical consulting expertise to help you grow your online business. Our consultants can help you build a business case or cost justification as well as leverage best practices for optimizing customer experiences for Ariba PunchOut catalogs or maximizing up-sell and cross-sell opportunities. On the technical side, they can help you overcome any challenge you face as you extend your online commerce infrastructure to support new Ariba customers. Whether you need to configure your current systems for Ariba PunchOut; troubleshoot online commerce solutions; or access integration specifications, protocols, and testing best practices, our consultants have the expertise, frameworks, and strategies to meet your needs. You also benefit from annual business reviews with the Ariba dedicated inside account management team to help optimize your online commerce programs and grow your business.

Ariba's Supplier Sales and Marketing Programs Help You Through Each Step of the eCommerce Journey

	Strategize	Implement	Test and Validate	Expand Reach	Market
Supplier Consulting	■	■	■		
Preferred Supplier Designations			■	■	■
Sponsorship and Advertising				■	■
Network Opportunities				■	■
Buyer Relationship Matching	■		■	■	■
Ariba Express Content				■	■

For More Information

Explore the options available through the Ariba Supplier Sales and Marketing Programs and choose the level that best meets your organization's needs. Multi-year agreements and upgrades are also available. For more information, please visit www.ariba.com or contact your Ariba sales representative at 1-866-583-5988.

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