

## Benefits

Ariba Value Enablement solutions provide a one-stop shop for all needed technology, capabilities, and community.

- Focus on long-term enablement and value realization, rather than just deployment

In the New Normal, companies of all sizes across industries need to drive maximum value from their business commerce initiatives. But commerce is hard. And technology alone won't make it easier.

Successful commerce is driven by a combination of technology, capabilities, and community. So how can you ensure success as you plan, deploy, and adopt a business commerce program to deliver world-class results to your organization?

The answer: Ariba Value Enablement solutions.

There are multiple challenges to getting the most out of your business commerce initiatives, including:

- Developing a business case and program approach
- Setting expectations and securing executive support
- Fueling change management
- Marketing efforts internally
- Enabling trading partners
- Driving adoption by category, geography, function, etc.
- Testing technology for acceptance, data, and integration
- Accessing external resources and expertise to fill internal gaps

Companies must not only prepare for deployment of their technology, but the change necessary to fully leverage their new solution over the long haul. Ariba's Value Enablement solutions are uniquely designed to help organizations do this. The tailored solutions combine the planning, deployment, trading partner collaboration, and continued adoption services necessary to optimize their technology investments and realize the efficiencies that business commerce initiatives can deliver.

## Why Ariba Value Enablement

Ariba has provided business commerce support to companies around the world for more than a decade. And the most-successful organizations share a few things in common:

1. A comprehensive approach to business commerce that incorporates technology, community, and capabilities
2. A structured approach based on industry best practices
3. A solid business case and ROI model that incorporates milestones and tracking devices

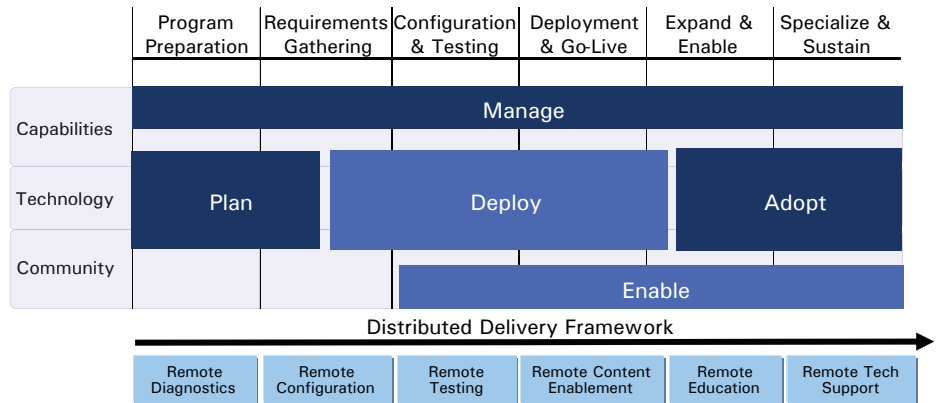
Based on these characteristics, Ariba has created a "one-stop shop" approach that delivers all the resources and expertise that companies need to overcome the challenges to commerce, including:

- Market intelligence
- Change management strategies and templates
- Organizational maps and best-practice approaches
- World's-largest network of pre-enabled trading partners
- Flight-planning expertise by category, geography, and function
- Technology deployment and integration capabilities

## About Ariba, Inc.

Ariba, Inc. is the leading provider of collaborative business commerce solutions. Ariba combines industry-leading software as a service (SaaS) technology to optimize the complete commerce lifecycle with the world's largest web-based community to discover, connect and collaborate with a global network of trading partners and expert capabilities to augment internal resources and skills, delivering everything needed to control costs, minimize risk, improve profits and enhance cash flow and operations – all in a cloud-based environment. Whether you're buying, selling or managing cash, you can do it more efficiently and effectively in the Ariba® Commerce Cloud. More than 1,000 companies, including 94 of the Fortune 100, use Ariba's solutions to drive more efficient inter-enterprise commerce. Why not join them? For more information on Ariba commerce solutions and the results they deliver, visit [www.ariba.com](http://www.ariba.com).

With Ariba Value Enablement solutions, you can focus on what matters most—driving the maximum value to your bottom line and creating lasting enablement for your organization—and leave the rest to us. When it comes to commerce enablement, no other provider has the experience, scale, and flexibility of Ariba.



## Features

A unique combination of best-in-class technology, community, and capabilities, Ariba Value Enablement solutions provide everything that's needed to optimize your technology investments and maximize the results they deliver.

## Ready to Get Started?

More than 300,000 companies—including 94 of the Fortune 100—use Ariba's solutions to manage their commerce initiatives. Why not join them? To learn more about Ariba's offerings and the value they can deliver, visit [www.ariba.com](http://www.ariba.com) or contact your account executive or Ariba Global Services lead.

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