



The Ariba® Supplier Solution Provider Sales & Marketing Program

The Ariba Supplier Solution Provider Sales & Marketing Program offers:

- **Differentiation:** Gain a competitive edge with Ariba validation for your technologies and services.
- **Exposure:** Drive awareness and showcase this validation with online, offline, and in-person marketing opportunities.
- **Access:** Benefit from unprecedented access and an insider's view into Ariba's community of over 500,000 suppliers.

Did you know that the Ariba supplier community includes:

- Over 500,000 registered supplier accounts
- 71,100 transacting supplier-buyer relationships
- 1,000 suppliers using Ariba PunchOut
- Suppliers from 130 countries

Grow Your Business by Becoming a Validated Supplier Solution Provider

Solution providers play a vital role in helping suppliers meet customer demands and succeed with Ariba. Whether they need technical assistance with eInvoice and purchase order (PO) integration or Ariba PunchOut™ catalog and eCommerce website development, it's companies like yours that help over 500,000 suppliers in the Ariba community meet buyer requirements for advanced transactional capabilities and electronic content delivery.

That's why Ariba now offers the Ariba® Supplier Solution Provider Sales & Marketing Program. It's designed to help the best solution providers differentiate their offerings and grow their business through Ariba. After demonstrating a proven ability to support supplier needs, participating solution providers can receive one or more Ariba validation marks that make it easy for suppliers to quickly find the best technical resources to help them. Solution provider validation marks are available for:

- PO cXML integration
- PO EDI integration
- eInvoice cXML integration
- eInvoice EDI integration
- Ariba PunchOut support
- Ariba Level II PunchOut support
- Website development



Once you join the program and are successfully validated in one or more technology or process areas, you can access exclusive marketing resources to promote your capabilities to over 500,000 suppliers who work with Ariba. You can also use the Ariba Supplier Solution Provider logo on your websites and marketing materials as a way to add credibility to your message when marketing to suppliers.

Ariba also provides a host of marketing resources and exposure opportunities to members of the program. For example, you benefit from an exclusive package of networking opportunities, services, and promotional placements, as well as insider insight from our dedicated account management team focused on helping you build effective business strategies that engage the Ariba supplier community.

New Resources That Open New Doors for Your Business

As a member of the program, you gain resources, opportunities, and exposure that work together to drive awareness and new business opportunities with over 500,000 Ariba suppliers. You receive:

- **An Ariba-validated logo:** Differentiate your offerings with an Ariba Supplier Solution Provider logo that showcases your capabilities via validation marks identifying the technologies and processes you support.
- **Dedicated account management:** Establish credibility and rapport with our supplier community by leveraging a dedicated program account manager. Your account manager will oversee the relationship, hold quarterly business review sessions, and serve as the primary point of contact for key communications between you and Ariba.
- **Solution provider case study:** Receive an Ariba-branded case study showcasing your successes with the Ariba supplier community, our work together, and your unique capabilities.
- **Press release:** Publish a press release detailing your relationship with Ariba and your status as a validated supplier solution provider.

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/

- **Ariba LIVE participation:** Gain additional exposure opportunities through discounted sponsorship and complimentary passes for the Ariba LIVE™ conference (Ariba LIVE), the premier gathering for procurement professionals that also draws hundreds of suppliers. You can also network with senior eCommerce, procurement, and finance executives.
- **Ariba marketing designations:** Showcase your validated status to the Ariba supplier community with unique designations on Ariba.com, supplier.ariba.com, and the Ariba Discovery™ service (Ariba Discovery).
- **Access to Ariba's knowledge base:** Access the Ariba knowledge database that includes product release information, marketing materials, collateral, and other key Ariba information to help drive a successful working relationship.
- **Targeted marketing:** Gain access to Ariba's inside account managers who will leverage their existing relationships to contact targeted suppliers in need of your products and services.
- **Advertising in Ariba supplier-focused e-newsletter:** Drive awareness by advertising in Ariba *Supply Lines*, Ariba's e-newsletter reaching 500,000 subscribers in five languages. For each year of participation in the program, you receive a quarterly banner ad in the e-newsletter, which is also published on Ariba.com.
- **Face-to-face speaking engagements:** Gain additional exposure and networking opportunities by speaking at an Ariba-hosted, supplier-centric meeting or event.

Learn More

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

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6/11

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