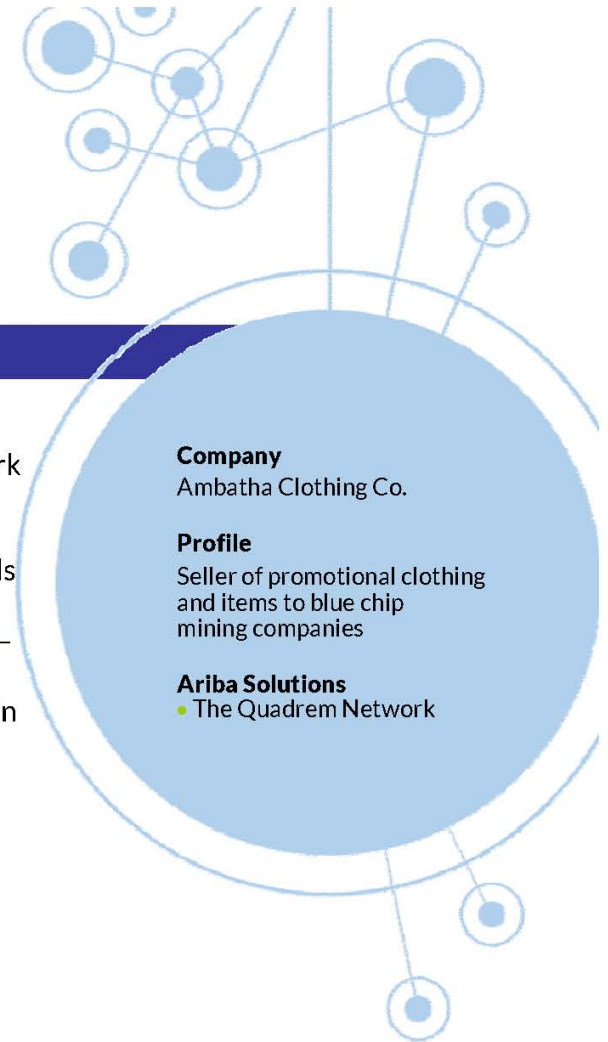


# Achieving Qualified Leads and Increasing Revenue Potential



## Challenges

- Seven-person company experienced challenges with growth
- Manual paper catalog was cumbersome, time-consuming, and provided less insight—with clients requesting a quotation and waiting to receive the quote
- Wasted a significant amount of time and money visiting companies that were not qualified leads

## Solutions

- Implemented an online catalog and revamped website to sell online
- Now possess the ability to network with a broader range of clients
- Receiving orders through the Quadrem Network allows the Ambatha team to change the orders, delivery, and quantities as needed
- Clients are able to go into the catalog online, see their stock, choose branding options, see prices, and send an order to them

## Results

- In just two weeks' time of using the Quadrem Network supplier database, the company received more than six qualified sales leads
- No longer need to run around knocking on doors—today, they go to places where they know for certain there is a need
- Tremendous payback from implementing the online catalog
- The team believes it can increase its revenues up to 50 percent due to the prioritization abilities that the Quadrem Network enables

### Company

Ambatha Clothing Co.

### Profile

Seller of promotional clothing and items to blue chip mining companies

### Ariba Solutions

- The Quadrem Network

**“We’ve started to use the Quadrem Network and we’re getting leads for sales not only from the mines, but the whole of South Africa. That is helping us a lot.”** James Seodigeng, Co-owner and Director, Ambatha Clothing

**“We can grow our business significantly through the Quadrem Network because if we go to a client and they have a need that we can fill, they will give us an ear.”** James Seodigeng, Co-owner and Director, Ambatha Clothing