

Adding Up the Benefits

Through the Ariba Discovery® service, you can:

- Access US\$5 billion of business opportunities every year
- Gain immediate access to decision makers in the buying cycle
- Automatically receive high-quality leads that match your capabilities—over 17 million sales leads were distributed to suppliers last year
- Showcase your company to your target customers
- Communicate with buyers interested in your business
- Get invited to nationwide contract opportunities
- Highlight any certifications, such as green initiatives and diversity classifications
- Join over 1 million suppliers across 20,000 categories in more than 190 countries

THE CHALLENGE OF FINDING NEW BUSINESS

Most suppliers devote significant time, money, and resources trying to promote their business and connect with new buyers. Yet the return on these efforts is often uncertain or even disappointing – advertising may not reach the right customers; prospects from trade shows are not always ready to buy; and database purchases yield too many “hot prospects” that turn out to be window shoppers rather than qualified buyers.

EASILY DISCOVER NEW BUSINESS OPPORTUNITIES

Get matched to active buyers on Ariba Discovery

You can transform your ability to find new buyers with the Ariba Discovery service, an effective lead-generation tool that helps you promote your company and access thousands of business opportunities quickly and easily. Buying organizations around the world use Ariba Discovery to find new suppliers, conducting US\$5 billion of business through the service each year.

Every time a new opportunity matches your business capabilities, Ariba Discovery sends an e-mail notification to you. By automatically receiving leads right in your in-box, you can reduce the effort and expense required to generate valid leads and boost your sales and marketing success.

THREE SIMPLE STEPS

Finding the right buyers at the right time with Ariba Discovery is as easy as 1, 2, 3:

SET UP YOUR PROFILE

1

Create your profile page to showcase your company.

RECEIVE LEADS

2

Get notified every time a new lead matches your capabilities.

SUBMIT YOUR OFFER

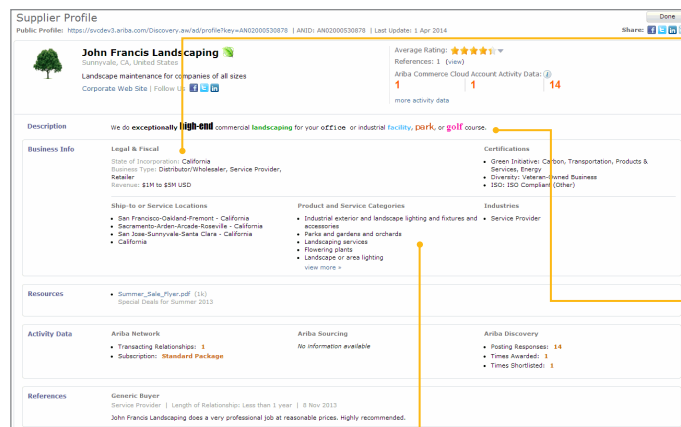
3

Respond to the lead for your chance to win new business.

FREE REGISTRATION: Create your profile and start receiving leads for free!

COMPREHENSIVE COMPANY PROFILE

Flexible features and functionality make it easy to create a detailed profile that presents your company, products, and services in the best possible light – helping you build new relationships and grow your business.



Enhance buyer confidence by including your D-U-N-S® number for access to your business credit report – 80% of buyers prefer suppliers that display this information

Make your company description stand out with customized fonts and colors

Quickly choose the best product and service categories via helpful browse, search, and selection tools

About SAP® Ariba® Solutions

SAP® Ariba® solutions support the marketplace for modern business, creating frictionless exchanges between millions of buyers and suppliers across the entire source-to-pay process. Our market-leading solutions enable companies to simplify collaboration with their trading partners, make smarter business decisions, and extend their collaborative business processes with an open technology platform. More than 2 million companies use SAP Ariba solutions to connect and collaborate around nearly US\$1 trillion in commerce on an annual basis. To learn more about SAP Ariba solutions and the transformation they are driving, visit www.ariba.com.

EASY-TO-USE LEADS DASHBOARD

A user-friendly leads dashboard with smart automation and intuitive processing lets you efficiently manage leads and account activity all in one place.

The screenshot shows the SAP Ariba Leads Dashboard interface. Key features highlighted by callouts include:

- Receive buyer messages and send direct responses that go right to their in-box:** A callout points to the 'Messages' tab and a message from 'Bob Loblaw'.
- Stay on top of lead-related activity through real-time notifications:** A callout points to the 'Notifications' section on the right, which lists recent activity like 'Sunmyvale Soundscapes rated their interaction with you'.
- Obtain recommendations from satisfied customers via built-in reference feature:** A callout points to the 'My Rating and References' section, showing an average rating of 1 star and a reference from 'Sunmyvale Soundscapes'.
- Efficiently track and manage lead status – "New," "Best Match," or "Closing Soon" – via daily e-mail digest:** A callout points to the 'View Lead' button on a lead card for 'I'm looking for Notebook computers'.
- Get valuable feedback from buyer ratings:** A callout points to the 'Average Rating' and 'References' section.

VALUABLE UPGRADE OPTIONS

You can enhance your results even more by upgrading to the Advantage package, which gives you access to premium features.

	Standard No annual fee – pay per response	Advantage Annual subscription
Get easy access to active buyers		
Receive e-mail notifications when new RFI/RFQ postings match your business	Included	Included
View buyer RFI/RFQ postings and ask questions online	Included	Included
Respond to buyer messages directly	20 messages per year	50 messages per year
Respond to RFI/RFQ postings	Response fees based on deal type and size	Unlimited
Respond to buyer-invited postings	5 free, then flat response fees for deals over US\$1,000	Unlimited
Showcase your company		
Create a company profile that appears in buyer search results	Included	Included
Provide your D&B score	Included	Included
Get prioritized listing in buyer search results		Included
Include attachments and external links in your profile		Included
Brand your profile with your company logo		Included

PROVEN SUCCESS: Suppliers like you access more than US\$450 million of business every month!

LEARN MORE

To learn more about Ariba Discovery, call +1 (678) 624-5008 or send an email to aribadiscovery@sap.com.

www.ariba.com