

Atea: Increasing Efficiencies by Streamlining Scandinavian E-Commerce with SAP® Ariba® Solutions

The winds blow cold in the Nordic lands and set ropes and sails flapping all along the Baltic. No wonder e-commerce is booming there. Shoppers prefer to shop from the comfort of their homes. Thanks to Atea ASA, the major Nordic IT provider and second-largest software provider in Europe, they can. By equipping its business customers with reliable, state-of-the-art IT infrastructures, hardware, and software, Atea helps the e-commerce world in Norway, Denmark, Finland, and Sweden thrive.

In order to both encourage rapid growth and manage it, Atea brought SAP® Ariba® solutions on board. The Ariba® Network enabled the company to manage its e-commerce relationships more economically and more easily, which resulted in fair pricing and better business for all its customers. Entrusting its electronic purchase orders and invoices to SAP Ariba solutions for safe keeping and sleek handling meant customers could browse, choose, and buy while staying snug and warm indoors.



Increased activity leads to higher revenue

Company (Supplier)

Atea ASA

Headquarters

Oslo, Norway

Industry

Professional services

Products and Services

IT infrastructure consulting services, software and hardware reseller

Employees

6,500

Revenue

US\$4 billion

Web Site

www.atea.com

Objectives

- Increase annual revenue and the number of orders and invoices
- Improve efficiencies by streamlining the e-commerce process on a paperless platform

Why SAP® Ariba® solutions

Atea wanting to be where its customers do business and seeing further potential for business as the Ariba® Network grows

Resolution

- Increased e-commerce transactions dramatically since joining the Ariba Network, which goes hand in hand with added net-new buyers joining it
- Achieved its goal of raising the level of customer satisfaction to very high
- Became the largest IT infrastructure supplier in the Nordic region

Future plans

- Manage a larger percentage of company e-commerce with SAP® Ariba solutions, which will keep increasing together with net-new buyers joining the Ariba Network
- Integrate all e-commerce purchase orders that were created with the Ariba Punchout solution
- Grow the business with new innovations such as the Ariba Spot Buy solution and other new products that help Atea grow beyond its existing customers

8x

Greater revenue – from \$700,000 in Q2 2014 to \$5.5 million in Q2 2015

500%

Increase in electronic orders handled by SAP Ariba solutions

1,900%

Increase in the number of electronic invoices handled by SAP Ariba solutions – from 100 to 1,900

"SAP Ariba solutions have brought in more business and given us the potential to grow. Because the numbers have grown significantly, those solutions will be a big part of our business in years to come."

Soren Bartels, Program Director, Global E-Commerce, Atea ASA

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