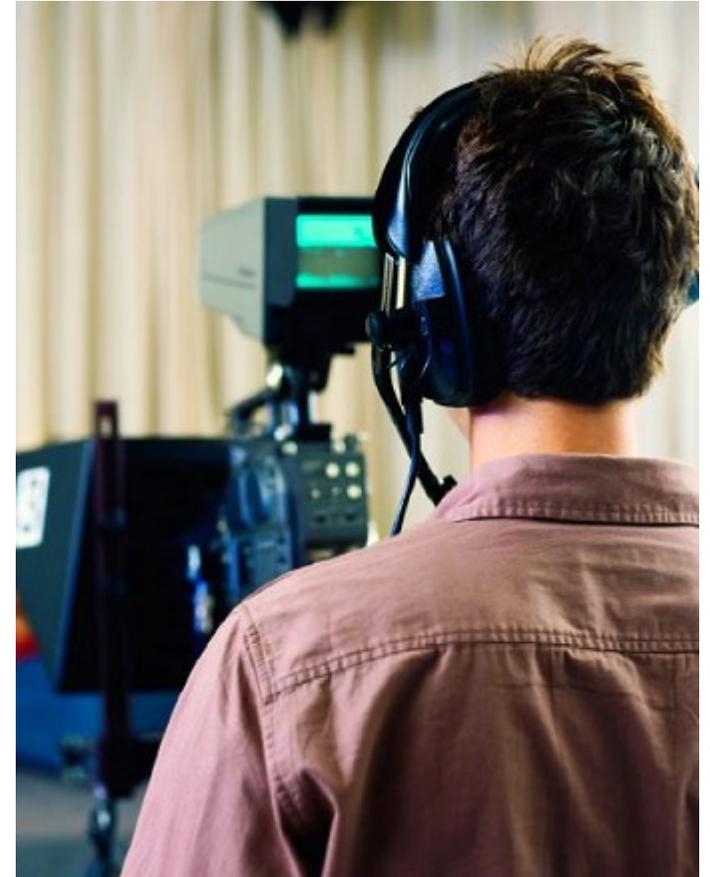


B&H Photo: Driving Top-Line Growth Through Online Marketing and Ariba® Punchout

For over 40 years, professionals and consumers have turned to B&H Photo for quality products and services. Its 500-item CIF catalog had become obsolete and hard to use, which was limiting account growth. When a large customer wanted to transact over the Ariba® Network, visionary B&H executives saw a way to increase top-line growth while cutting costs.

Realizing the potential of online marketing and e-procurement, B&H implemented SAP® Ariba solutions. The company deployed the Ariba Punchout solution, joined the Ariba Ready Platinum program, and began using the Ariba Discovery solution. As a result, B&H increased sales 300% in three years by integrating with customers' e-procurement solutions, increasing product visibility, and creating up-selling and cross-selling opportunities.



Picture Credit | SAP SE, Walldorf, Germany. Used with permission.



Boosting sales 300% with SAP® Ariba® solutions

Company (Supplier)

B&H Photo

Headquarters

New York

Industry

Retail

Products and Services

Sales of and service for cameras, video, film, audio, computers, and electronics

Employees

1,900

Revenue

US\$202 million

Web Site

www.bhphotovideo.com

Objectives

- Enable customers to see the full range of B&H products with up-to-date pricing
- Reduce off-contract purchasing, errors, and compliance issues

Why SAP® Ariba® solutions

- Online marketing tools in the Ariba® Ready Platinum program to touch more stakeholders and sell more products
- Integration with customers' e-procurement solutions for smooth online purchasing with the Ariba Punchout solution

Resolution

- Created an internal marketing team to actively promote the Ariba Network
- Began using the Ariba Discovery solution to expand market presence and drive greater value from the online channel
- Replaced the CIF catalog with a 40,000-item punchout catalog

Benefits

- Increase in per-order revenue by creating additional up-selling and cross-selling opportunities
- Higher sales while keeping headcount stable by showcasing a broader range of products through punchout catalogs
- Acceleration of payment cycle time by 20 to 30 days
- Additional new business by accessing previously unavailable accounts

\$200,000

Additional new business through Ariba Discovery

75%

Decrease in sales cycle with online selling

300%

Growth in sales in 3 years

20 seconds

To update 200,000-item catalog

“We wanted to become proactive in our marketing and showcase our entire spectrum of products and services across accounts. Using Ariba Punchout to replace a customer’s CIF catalog helped us increase sales by 300% in three years while saving the customer hundreds of thousands of dollars – a true win-win.”

Barry Eisenberg, Business Development – Contracts and E-Procurement, B&H Photo

© 2016 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.