How Can an Intelligent Business Network Help an Independent Retailer Boost Growth?

Selling more than 750,000 products across 5,500 brands

With more than 5,000 people flocking daily to its New York City superstore and more than 12 million customers visiting its Web site every month, B&H Photo Video is one of the largest independent retailers of photo and video equipment in the United States. During more than 40 years in business, the company has built up a loyal following of both professional and amateur photographers and videographers looking for high-quality products and services. However, the company’s lead-generation efforts were consuming too many resources and failed to produce the desired number of qualified buyers and solid leads. To find new buyers and support continued growth, B&H turned to an intelligent business network.
The ability to easily connect and do business with a wide range of new buyers is supporting rapid growth for B&H.

Using SAP® Ariba® solutions, B&H Photo Video was able to:

- Enhance buyer relationships by using collaboration features offered by Ariba Network
- Grow sales by 300% in three years by reaching new buyers with the SAP Ariba Discovery solution
- Cut the sales cycle duration for online selling by 75% using marketplace functionality provided by the SAP Ariba Spot Buy Catalog solution
- Increase per-order revenue by improving cross-selling opportunities
- Reduce the payment cycle by 20 to 30 days
- Increase the buyer response rate by 15% and respond to qualified leads in just 15 minutes
- Update a 750,000-item catalog in 20 minutes

“Thanks to the sales opportunities and brand exposure provided by SAP Ariba solutions, we’ve gained 8,000 orders from new customers over three years.”

Barry Eisenberg, Manager of Contracts and E-Procurement, B&H Photo Video