Redefining the Buying Experience to Enable Simpler, Smarter Purchases
Objectives

Give Employees a Simpler Way to Buy Smarter

Digital disruption is revolutionizing the way we engage with people and systems. Customer experience is also becoming decisive. People expect experiences that are simple and straightforward while at the same time enjoyable and engaging. That is why now more than ever, **great experiences** – inside and outside of the workplace – are driving loyalty, differentiation, and growth.

In today’s technology-savvy workforce, cumbersome software can create a negative user experience. If a system or software solution is too complicated, it may not get used – no matter how much training is offered.

A positive user experience is about more than software simply looking good. Core elements of its design must meet user needs, enable them to be more efficient, and empower them to perform at a higher level.

The guided buying capability for SAP® Ariba® Procurement solutions does just that by giving employees a simpler way to buy smarter. It provides an intuitive shopping experience and guides employees to preferred buying channels, processes, and policies. As a result, employees have one place to search for goods and services, collaborate with suppliers, and quickly make compliant purchases with little to no involvement from procurement departments.
Deliver a **Compelling User Experience**

Guided buying generates value in many ways. It delivers a compelling interface and consumer-like searching and buying functionality as well as tools for policy compliance, supplier management, and collaboration (see the table).

Persona-based dashboards with customized tiles and categories help people find what they’re looking for more easily, catering to specific needs (see the figure). Plus, users can collaborate in context with procurement experts based on what they’re buying and where they’re located.

Guided buying captures your organization’s purchasing policies and uses them to guide casual users and functional buyers to the outcomes they need. Users know right away when a policy is violated, rather than finding out after submitting a request. Depending on rules, users might proceed with an exception or make an alternate decision that doesn’t violate any policies.

Make purchasing **easier and more compliant**. Guide users with a capability that’s built into SAP Ariba Procurement solutions.
Deliver a Compelling User Experience

Cross-Portfolio Differentiators
### Key Guided Buying Functionality

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<th>Functionality</th>
<th>How It Empowers and Engages Employees</th>
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| **User experience** | An intuitive user interface allows casual users to search for and request goods and services, create receipts, and manage approvals.  
• Create landing pages with clickable tiles that simplify catalog navigation  
• Publish help resources using a guided buying help community framework  
• Design easy-to-use forms to guide users through complex purchases |
| **Search and buy**  | Automated direction leads users to the right items and preferred suppliers.  
• Integrate catalogs from peer-to-peer networks including Ariba Network, internal catalogs, and PunchOut catalogs and support content interchange format (CIF), commerce extensible markup language (cXML), and BMEcat catalogs  
• Use commodity codes, which show products and services in a catalog hierarchy to guide users to the right landing page or form |
| **Compliance**     | Compliance functionality allows for distributed policy, category, and supplier management  
• Include notifications for noncompliance with established policies  
• Configure warnings so users can provide a custom justification or choose from a predefined list  
• Prevent users from submitting a request until they fix errors |
| **Collaboration**  | In-context collaboration among functional users, procurement experts, and suppliers provides targeted help content to users and enables more-efficient collaboration in the purchasing process. |
Cross-Portfolio Differentiators

Integration Across Procurement Processes
Guided buying integrates with the SAP Ariba Procurement and SAP Ariba Sourcing solutions and helps you automate and control the purchasing process through comprehensive and expanded capabilities:

- **Spot Buy capability**: Integrating guided buying and Spot Buy in SAP Ariba Procurement solutions lets users search for and buy nonsourced goods.
- **Catalogs**: Loading supplier catalogs into SAP Ariba Procurement solutions makes it easier for users to search and make purchases.
- **Tactical sourcing**: Integrating with the SAP Ariba Sourcing solution allows users to request quotes from suppliers through Ariba Network, as well as select preferred suppliers when creating ad hoc requests.

- **Integration with supplier management tools**: Bringing relevant supplier and risk information into the buying process enables more confident buying decisions.

Integration with SAP S/4HANA® Cloud
Your employees are able to request catalog items, existing materials, or free-text items by adding them to a shopping cart. When they check out, guided buying uses data from SAP S/4HANA® Cloud to validate the request. It receives real-time master data from SAP S/4HANA Cloud so it can check all information, such as budget, business unit, ship-to address, commodity code, and suppliers.
Centralized Requisitions and Purchases
Companies looking to centralize procurement processes can do so with the SAP S/4HANA solution for central procurement. The solution gives procurement teams the ability to work across multiple ERP systems, global organizations, divisions, and channels, and as a shared service.

Central procurement connects guided buying in SAP Ariba Buying to your ERP or SAP S/4HANA Cloud software, providing a unified buying experience and a single point of access to display and manage purchasing documents. Employees can create self-service requisitions through the guided buying capability in SAP Ariba Procurement solutions. Central purchasers can manage and process these purchase requisitions centrally, without replicating them in the connected systems.

Self-Service IT Tools
IT departments are regularly required to switch out certifications for single sign-on and other licenses. Since guided buying is a capability for SAP Ariba solutions, IT departments can manage these tasks using self-service tools to instantly change certifications and licenses.

Streamline procurement. Bring together suppliers and buyers and help employees buy goods and services quickly and more easily.
Realize the Benefits of Guided Buying

With guided buying, intuitive screens and a single gateway make purchasing easy and straightforward. A simple, smart, and elegant buying experience helps minimize maverick spending, increase compliance with purchasing policies, and drive user adoption. It simplifies procurement operations by making low-dollar, high-volume requests completely self-service – freeing procurement professionals to focus on complex sourcing needs.

Guided buying steers your employees to complete procurement requests within contractual and corporate policies. A persona-based interface displays only the appropriate forms, permissions, and system behavior at the field level and for workflows to minimize clerical errors and streamline purchasing for each line of business.

As a built-in capability available with SAP Ariba Buying and SAP Ariba Buying and Invoicing, it delivers instant value. Use existing catalogs and approval flows to direct your employees to the right items, the right policies, and preferred suppliers within your supply chain and Ariba Network.

Increase compliant spend. Provide automated buying-channel guidance.
Summary
The guided buying capability for SAP® Ariba® Procurement solutions provides a smart, intuitive shopping experience and guides employees to preferred buying channels, processes, and policies. As a result, employees have one place to search for goods and services, collaborate with suppliers, and quickly make compliant purchases with little to no involvement from procurement departments.

Objectives
- Improved visibility and savings across diverse ERP landscapes
- Better compliance with procurement policies
- Enhanced user experiences
- Scalable trading partner collaboration through many different channels
- Improved end-user adoption

Solution
- Integration with the SAP Ariba Buying or SAP Ariba Buying and Invoicing solutions, SAP S/4HANA®, ERP, and other procurement tools
- Persona-based user experience
- Intuitive interface to search and buy goods and services
- Built-in compliance with procurement policies
- Quick access to preferred suppliers
- Forms builder to guide users through complex purchases

Benefits
- Increased user adoption
- Simplified procurement operations
- Enhanced user experience and change management
- Enforced compliance and improved cost savings
- Better collaboration and supplier management

Learn more
To find out more, call your SAP representative today or visit us online.