

## JP Promotional Products

### *Expanding Horizons with Ariba® Discovery*

“As a small, woman-owned company, the challenge to bring in new customers and to grow is constant. I see the Ariba Discovery solution as another tool in our arsenal of marketing tools to help our growth. I can say overall I am very pleased we became involved with this community.”

Shari Pulver, President  
JP Promotional Products

A woman-owned, family-run business, JP Promotional is a leading distributor of imprinted promotional products. From specialty writing instruments to wearables, this father-daughter team will go far and wide to satisfy orders from a diverse selection of products. Based in Ossining, New York, the company was founded by Shari Pulver, president, in 2003. Two years later, her father, Robert Rosenthal, joined the firm after a successful career as a certified public accountant and a sale of another promotional products company.

With only two other employees in addition to Rosenthal and Pulver, JP Promotional has a wide range of customers—from small mom-and-pop shops to Fortune 500 corporations and major American universities. The company prides itself on going the extra mile to ship custom items in a friendly and helpful way. JP Promotional can provide products to any industry sector, and works with leading pharmaceutical and biotech firms.

Thirty percent of JP Promotional’s business is wearable apparel, a category where the quality of the end product matters to its customers’ branding efforts. In addition to excelling in this category, they also supply products such as specialty writing instruments; mugs and drinkware; sports and travel items; and electronics including headsets, power chargers for cell phones, bluetooth speakers, and a full range of other promotional products.

### **Solution**

The company has grown exponentially since its inception. And it has realized unexpected benefits from some of its smallest orders. For example, a local band once asked to place an order for one hundred dollars’ worth of pencils. While the order was small monetarily, as time went on, the band grew to be the Grammy-nominated group Fall Out Boy.

Prior to joining any commerce networks, JP Promotional gained business primarily from referrals and friends. It was not until Rosenthal made a few supplier connections at a convention that he realized the opportunity provided through the Ariba® Discovery solution. But first, the company needed to be established on the Ariba Network.

JP Promotional joined Ariba Discovery looking for opportunities, not orders, and quickly began to see the benefit and exposure of the marketplace community. Consequently, Rosenthal signed up for the Ariba Discovery AdvantagePlus program to gain more visibility and increase the volume of opportunities. "Within 30 minutes, I saw an opportunity that was right for us," said Rosenthal. The company received a request for imprinted socks from a Fortune 100 company, and while the deal never happened, the two companies have strengthened their relationship and planned to work together in the future.

Rosenthal views Ariba Discovery AdvantagePlus as a tool that is a relatively inexpensive way to prospect customers. A crucial part of their ongoing marketing efforts, Ariba Discovery serves as an outlet to win new leads and a process to grow the business. With the recent increase in expense of traditional marketing tactics, JP Promotional logs in to the solution several times a week and responds to numerous opportunities from both small and large companies. Rosenthal says, "Ariba Discovery gave me access to opportunities from larger companies, that are very difficult to break into, just by knocking on the door."

## Benefits

The connections made between JP Promotional and its customers through the Ariba Network have positioned them to be a bigger player in the market. For example, the promotional products group has closed deals and developed relationships with companies such as a leading global shipping company and a sports entertainment network. In addition, their attendance at the SAP® Ariba Live event helped them score a new connection with a specialized fine paper merchant.

With more than 22,000 potential competitors in the promotional industry, Ariba Discovery enables JP Promotional to maintain a competitive edge and to grow the business through new connections. To Pulver, the solution serves as a strong tool in their arsenal of marketing tools to help growth and bring many new customers.

Measuring their success by baseline sales, the company brings in seven-figure sales annually in revenue and in one year has earned US\$100,000 in new business through Ariba Discovery.

## Future Plans

In the short term, the company wants to be viewed as a major distributor in the industry. Rosenthal plans to continue his investment with Ariba Discovery and the Ariba Network and renew his membership in the years to come.

Growing at a rate of 5%–8% annually, he expects the company's numbers to be even higher this upcoming year. "We are definitely making Ariba Discovery and the Ariba Network a part of our future and a part of our ongoing marketing efforts," said Rosenthal.

This small promotional product company in New York has grown to serve as a major figure in the industry through the opportunities presented on modern business networks. With an attitude directed toward customer satisfaction, Rosenthal proudly states, "We never say no – if you want it, we can find it and get it imprinted." And thanks to the Ariba Network and Ariba Discovery, JP Promotional will continue to do that in its ventures to come.

## About JP Promotional Products Inc.

*JP Promotional Products is a leading distributor of imprinted promotional products. The company prides itself on having a wide variety of the best products at great prices, while providing outstanding customer service.*

*From pens and mugs to custom items made from scratch, JP Promotional Products Inc. will do whatever it takes to help companies get products they need. For more information, visit [jppromoproducts.com](http://jppromoproducts.com).*

## 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 two million companies use SAP Ariba solutions to connect and collaborate around nearly \$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](http://www.ariba.com).*

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**Robert Rosenthal, Chairman, JP Promotional Products**

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