SAP® Ariba® Discovery

Get matched with leading organizations who are ready to buy. Generate leads faster, easier, and better.
The challenges with traditional lead generation tools

Across different industries, sellers of all sizes share the same issues when it comes to sourcing and growing business opportunities:

- Increasing revenue from existing customers
- Generating revenue from new customers
- Developing awareness in prospective accounts
- Getting more qualified leads
- Reaching decision-makers
- Gaining awareness and scaling business opportunities with existing accounts

While traditional lead generation tools such as cold calling, LinkedIn messages, and search engine campaigns, are still widely used, they prove to be time consuming, resource-intensive, and hold uncertain rates of success.

**Time Consuming**

It is often difficult to find the right contact people and establish communication with decision-makers. Hours and hours are spent on researching websites, figuring out buying needs, and drafting up documents for a chance to win business.

**Resource-intensive**

Cold calls, tradeshows, sales trips, Google AdWords and SEM campaigns – do these sound familiar? These activities are all costly in labour and resources for organizations. Especially for small businesses competing with national retail chains with a large advertising budget, the expenses to obtain leads stack up quickly.

**Uncertain Success**

Despite the effort invested in generating leads, the results from traditional lead generation are still uncertain. Sellers are struggling to scale up their existing business opportunities, access corporate purchasing programs, and distinguish themselves on e-procurement platforms. For sellers who are smaller in size, lucrative large contracts are hard to get exposed to and secure.
Generate leads more effectively with SAP Ariba Discovery

SAP Ariba Discovery is a premier global B2B matching service that offers you new business opportunities from leading buying organizations – including Global 2000 companies. If your vendor capabilities match a buyer’s project requirements you will be instantly notified of the opportunity. By bringing the quality leads to you, you save on time and costs.

Access SAP Ariba Discovery from the Ariba Network supplier portal or directly on the SAP Ariba Discovery site.

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 4.6 million companies use SAP Ariba solutions to connect and collaborate around nearly US$3.2 trillion in commerce on an annual basis.

To learn more about SAP Ariba solutions and the transformation they are driving, visit www.ariba.com.
How it Works

Company Profile

After you create a stellar company profile, SAP Ariba Discovery’s powerful matching algorithm takes all your provided information into account when matching you with buyers who are ready to buy. This ensures an optimal alignment between what you are offering and what your buyers are looking for.

Details in your profile
- Basic company info
- Sales territories, industries, commodities
- Links to social media profiles
- Diversity, quality, green classifications
- Ariba Activity data
- Buyer references and ratings
- Company logo*
- Attachments and external links*
- See who viewed your profile*

*premium features

Your profile is submitted along with every proposal you send.

Your profile will show up in buyers’ search results.

Your profile could have prioritized listing with an Advantage or Advantage Plus subscription.

Collaborate with Buyers

Relationship building is key to doing sustainable business nowadays. SAP Ariba Discovery provides an interactive medium for you to communicate and build relationships with your existing or new buyers.

RFP – Get email alerts for new postings and bidding progress

Send responses to buyer initiated messages

Ask questions to find out more info before submitting proposals

Promote your company – Create ProfilePitches to target specific buyer audiences

Ratings and References – Showcase ratings and customer references on your profile

SAP Ariba Discovery Highlights

Over $5 billion of buyer-posted needs

15 Million sales leads

Over 15,000 buyer-seller matches

Find leads in over 20,000 categories

Effectively complement traditional lead channels

Access to 50% of the Global 2000 organizations
Three Simple Steps to Get Started

1. **Register and create your company profile**
2. **Keep track of notifications from buyer postings that match your profile or when buyers contact you directly**
3. **Submit your proposal to buyers**

Reach your target audience faster and easier than using traditional marketing and sales channel.
**Key Benefits Provided**

**Expand your reach**
- Get your company in front of buyers who are ready to buy in every category and geographic region
- Gain direct access to larger buying corporations and see the same opportunities as your competitors

**Streamline your sales process**
- Establish a new sales channel to efficiently source leads
- Receive notifications when there are new matching leads

**Know your market**
- Discover purchasing trends, customer needs, and companies who are actively buying
- Evaluate your position in the market and brand equity based on buyer feedback

**Complimentary Ariba Network profile**
- Join the largest business network, where more than 4.6 million companies buy and sell trillions of dollars in goods and services every year
- Become searchable by buyers who are hosting private sourcing events on Ariba Network

SAP Ariba Discovery users with a free, standard account have access to all these key benefits. However, Advantage and Advantage Plus subscriptions unlock even more features for you.

Take a look at the comparison between the accounts [here](#) and decide which option best suits your business needs.
Start Using SAP Ariba Discovery

Register at discovery.ariba.com or log in with your existing SAP Ariba account!

For inquiries, please contact us at saparibadiscoveryleadresponse@sap.com