



## SHI International Corp.

### *Enhancing Customer Relationships While Streamlining Purchasing Processes*

SHI International Corp. is a multibillion-dollar reseller of information technology products and services. Headquartered in Somerset, New Jersey, this minority- and woman-owned business has transformed from a regional reseller with US\$1 million in revenue to a global IT products and services provider with \$6 billion in annual revenue.

The company is passionate about delivering exceptional value and experience, as it helps customers incorporate technology into their business. SHI decided to use SAP® Ariba® solutions to enhance customer relationships and create a single, centralized interface that streamlines its customer purchasing processes.

#### **Solution**

SHI began transacting on the Ariba® Network in 1999. Prior to using SAP Ariba solutions, Tammy Elliott, an account manager and business leader, was unsure if e-commerce tools would add value to the customer relationship. Lack of control, meeting customer expectations, and risk to customer relationships were her chief concerns.

To get a better understanding of e-commerce tools, Elliott reached out to others who had already implemented e-commerce to understand the benefits. After receiving significant positive feedback, she decided to join the Ariba Network.

The Ariba Network helped Elliott achieve her goal of streamlining processes while managing a high volume of orders. It has also allowed her to help customers better understand the e-commerce options available with SAP Ariba solutions. In partnership with her e-commerce team, Elliott has been able to proactively manage customer relationships, and, as a result, her team now brings in more than US\$55 million in annual revenue.

*"SAP Ariba solutions have increased our business substantially by freeing up time and allowing us to bring more value and support to our customers."*

**Tammy Elliott,**  
Enterprise Account Executive, SHI

## Benefits

SHI has cut costs and driven significantly more sales and transaction volume electronically – all with a focus on strengthening relationships with customers.

Elliott no longer spends her time chasing transactions. With more time to analyze reports, and the benefit of the best procurement tool that supports pricing analysis, Elliott and SHI can add more value to customers by serving as a consultant. For example, she saved one customer 20% when purchasing software by helping them to evaluate their volume agreement. Another customer saved tens of thousands of dollars per year because Elliott met with one of her suppliers to get a volume discount on monitors.

With SAP Ariba solutions, Elliott has helped SHI double its revenue and triple the number of transactions with AGCO. And because of the Ariba Network, Elliott has embraced new capabilities that allow her to deliver a higher level of service to her customers and become a valued partner.

## Future Plans

SHI's goal is to continue to use SAP Ariba solutions and leverage tools that enable it to foster long-term relationships with customers and partners.

## About SHI International Corp.

Founded in 1989, SHI International Corp. is a \$6 billion global provider of technology products and services. It is driven by the industry's most experienced and stable sales force and backed by software volume licensing experts, hardware procurement specialists, and certified IT services professionals. SHI delivers custom IT solutions to Corporate, Enterprise, Public Sector, and Academic customers. With over 3,000 employees worldwide, SHI is the largest Minority and Woman Owned Business Enterprise (MWBE) in the U.S. and is ranked 12th among Everything Channel's VAR 500 list of North American IT solution providers. For more information, visit <http://www.shi.com>.

## About SAP Ariba Solutions

SAP Ariba solutions are how companies connect to get business done. On the Ariba Network, buyers and suppliers from more than 2 million businesses and 190 countries discover new opportunities, collaborate on transactions, and grow their relationships. Buyers can manage the entire purchasing process while controlling spending, finding new sources of savings, and building a healthy supply chain. And suppliers can connect with profitable customers and efficiently scale existing relationships – simplifying sales cycles and improving cash control along the way. The result is a dynamic, digital marketplace, where more than \$2.5 billion in commerce gets done every day.

*"SAP Ariba solutions have helped us save money, strengthen customer relationships, and provide a higher level of service."*

**Tammy Elliott, Enterprise Account Executive, SHI**

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