



PeopleOps

Experiencing 2x Growth in Revenue Through Matching Service

A boutique – but global – consulting firm, PeopleOps takes a results-first approach to solving business challenges while keeping company culture front and center. The firm helps recruit the best individual and leadership talent to grow companies in a variety of ways. From top-line revenue growth strategies, procurement cost reduction, developing innovative partnerships and supply chains, optimizing existing technology investments, or acquiring companies to ensure sustainability, PeopleOps referenceable companies speak for themselves.

While the boutique approach of PeopleOps is its biggest selling point, it has also created challenges for the firm. When it comes to finding new business, selling 1:1 is extremely difficult to scale. Jonah Manning, founder and CEO of PeopleOps, expressed just how difficult it had traditionally been. “When I sell into an account as me, there is no problem. But as soon as I put my brand in front, it is hard to bridge the gap. They wanted me on the account, but there are only so many hours in the day.”

The Solution

Enter the Ariba® Discovery solution, the premier service for matching business buyers and sellers. Manning initially discovered SAP® Ariba solutions while working with federal contractors in Washington D.C. He determined that using SAP Ariba solutions would help with sourcing and bidding on government contracts, but he shortly learned that the opportunity was vastly greater than initially anticipated. According to Manning, “Since we looked under the hood of what SAP Ariba solutions have to offer, we haven’t even bid on federal contracts. We have bid on everything else in the private sector.”

In less than one year on Ariba Discovery, PeopleOps has been shortlisted for more than a dozen projects and has won an estimated US\$11 million in revenue. “Using Ariba Discovery has changed our world. We have experienced 2x growth in revenue generated either directly or indirectly from SAP Ariba solutions,” said Manning.

The Benefits

Manning reports that using Ariba Discovery has truly allowed PeopleOps to evolve. The firm’s sales and service approach inside of SAP Ariba solutions has been a powerful asset and differentiator.

“Using Ariba Discovery has changed our world. We have experienced 2x growth in revenue generated either directly or indirectly from SAP Ariba solutions.”

Jonah Manning
Founder and CEO
PeopleOps

The degree of support that SAP® Ariba® solutions delivers has been of great benefit to Manning and his team. “For us, we realized that with every bid on SAP Ariba solutions, there is always a people component somewhere along the chain. Even in a product bid, the value of having someone come on board to curate during that process has a lot of value,” said Manning.

“We found with our first deal that there is a tremendous amount of value in having someone package things together and go through the process for the buyer. In a networked economy, it is about finding someone who makes what the buyer needs and connecting them. Voilà – it works,” added Manning.

Lessons Learned

Less than one year into exploring the world of opportunity that the Ariba Discovery solutions has opened up, Manning has learned some key lessons to share with others new to the solution.

“The matched lead system in Ariba Discovery is very good, but make sure that in addition to using the power search, you also follow Ariba Discovery on Twitter so that anytime a new deal comes up, you’ll hear a chirp. It’s amazing how many deals you don’t think you qualify for that you may qualify for, or know of someone who does,” said Manning.

“Don’t be afraid to fight for fair reviews. By asking what you could have done differently for bids you don’t win, or how you could have followed up differently, you’re gaining key information that can increase your number of stars; but also stay in front of future business opportunities,” Manning added.

Manning also encourages not being fearful of bidding on projects that may not be the status quo. “Hire the people who normally hire you. You can create an opportunity for yourself,” said Manning. “For example, we just scheduled a coffee tasting for SAP in South Africa as they are building three cantinas for their offices. We partnered with a great local roaster in Johannesburg, and SAP is really excited about the tasting. I love coffee, but have never made a professional cup of coffee in my career. There is a heavy people component, as each cantina will be staffed with three to five baristas a piece; so we are providing the people component, and the coffee roaster is providing the coffee.”

Cultivating channel partners is equally important. “Find folks in your space who complement what you currently do. In a networked economy, we can win together,” Manning remarked.

Being authentic and personal in writing bid responses is the biggest takeaway that Manning emphasizes. He shared that it is important to leverage SAP Ariba solutions, but to not lose that personal touch. “Channel your inner Hemingway. Stop writing like a telemarketer. When responding to RFPs and RFQs, remember that there is a person behind it. If you’re not writing to a person, you lose. Be professional but also authentic,” Manning said.

Future Plans

Manning reports that PeopleOps is expanding like crazy and is doubling down on resources focused on SAP Ariba solutions, as he expects there to be significant growth in the future.

“We are putting together a full BPO solution with SAP Ariba solutions that we expect to complete by the end of this year. We are trying to take our selling solution to the Ariba seller community to bring in buyers not already on SAP Ariba solutions. So we are improving the seller experience through Ariba Discovery, but also increasing the buyer pool,” stated Manning.

Another top priority for PeopleOps is to work diligently with chief procurement officers to innovate their static supply chains. According to Manning, “Those innovative ideas we bring into the supply chain will also convert into Ariba Discovery sellers as well.”

About PeopleOps

We are a boutique, but global, consulting firm that takes a “results first” approach to solving business problems while keeping your company’s culture front and center. Regardless of whether your company could use help with recruiting, growing top-line revenue, reducing procurement costs, innovating with partnerships and suppliers, optimizing technology, or acquiring companies to ensure sustainability, our approach is fresh, irreverent, and unfairly effective. We think you will be impressed.

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 US\$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.

“We are trying to take our selling solution to the Ariba seller community to bring in buyers not already on SAP Ariba solutions. So we are improving the seller experience through Ariba Discovery, but also increasing the buyer pool.”

Jonah Manning, Founder and CEO of PeopleOps

www.ariba.com