



McCorvey shared that his company had to earn the business with Caesars by being responsive, having good customer service, and instilling an overall sense of trust. "For minority businesses, it is really about relationship development, as there can be a stigma associated with only wanting to give us a small percentage of the business. I am not looking for a handout. I am looking for a handshake – an opportunity to earn the business of a customer."

After initially signing up for free on Ariba Discovery to participate in opportunities posted by Caesars, McCorvey began to pay more attention to the project alerts. He decided to make a greater investment in the tool and upgraded to Ariba Discovery AdvantagePlus, which improved his exposure to new buyers by prioritizing his enhanced company profile to buyers in search results. "Once I started to see the matched leads and the potential opportunities on the Ariba Network, I knew I had more investigating to do," said McCorvey.

McCorvey shared that he began to conduct market intelligence – including examining a history of matched leads, closed opportunities, buyers that won the business, and upcoming bids. "You're not getting hits daily, so it is important to be proactive and to conduct due diligence on your own as a course of action. I began to use the intelligence I learned on the Ariba Network as a lead generator," McCorvey stated.

## Benefits

The opportunities that have opened up for M&R Distribution Services through Ariba Discovery and the Ariba Network have been an incredible benefit, according to McCorvey.

"Very prominent companies use SAP Ariba solutions, so being able to identify the procurement professionals and the category managers for the products I sell has been invaluable," said McCorvey. "Having visibility into when and where the opportunities are available to us is huge. For example, the companies we deal with don't procure in retail fashion. That means that they have big opportunities once or twice per year. If we weren't aware of those opportunities, we would miss the window and be out of the opportunity for potentially five years."

McCorvey reported that his sales cycle has been shortened significantly as he can now focus on where to put his time rather than conduct a cold call or chase a warm lead without knowing if there is truly an opportunity.

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**Quentin McCorvey, Sr., President and COO of M&R Distribution Services**

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"To understand who the buyers are on the Ariba Network and to be able to reach out and have a conversation have been instrumental for our business. Being able to articulate to the buyer what competitive advantage we have and what we can bring beyond just the bid is critical for our ongoing success. The Ariba Network really levels the playing field of opportunities," said McCorvey.

## Future Plans

Using Ariba Discovery has allowed M&R Distribution Services to scale its business both nationally and in select international markets. With 10% growth under way, McCorvey expects that number to triple in the future with further use of the tool.

McCorvey shared that next steps will also include exploring the use of the Ariba Network on the buy side. "We are looking into using the Ariba Network to get better pricing and to squeeze more dollars out of our supply chain," said McCorvey.

McCorvey can't thank Caesars enough for all the company has done for him – not only through the mentoring program and with subsequent opportunities, but mostly through introducing him to the limitless opportunities available on the Ariba Network.

## About M&R Distribution Services

*M&R Distribution Services is a full services wholesale distribution company of personal protective equipment, can liners, and various maintenance, repair, and operations products. We aim to be recognized as a market leader in supply chain management that enables our customers to reach their maximum desired outcomes. We do this through superior customer service and leveraging the strengths of our business processes, employees, suppliers, and market intelligence.*

## About SAP® Ariba® Solutions

*Industry-leading, cloud-based SAP® Ariba® solutions combine with the world's largest Internet-based trading community to help companies discover and collaborate with a global network of partners. Using the Ariba® Network, businesses of all sizes can connect to their trading partners anywhere, at any time, from any application or device to buy, sell, and manage their cash more efficiently and effectively than ever before. Companies around the world use the Ariba Network to simplify interenterprise commerce and enhance the results that they deliver. Join them at [www.ariba.com](http://www.ariba.com).*