

# Winning Previously Unknown Business



## Challenges      Solutions      Results

- Reach new markets with limited marketing budget
- High costs associated with direct mail, advertising, and trade shows
- Inconsistent results using legacy marketing methods

- Deployed the Ariba Discovery™ service to replace or complement traditional marketing and lead generation activities
  - Set-up time less than 10 minutes
  - Immediate access to Global 2000 buyers
- Uses Ariba® Network for paperless order fulfillment

- Discovered and won a large RFP from a national chain representing previously unknown business
- Paperless transactions led to increased orders, improved order accuracy, and reduced processing costs
- Reduced expenditures for traditional marketing efforts while building relationships with leading buying organizations

**Company**  
Safe-Strap (SSC)

**Profile**  
Manufacturer of shopper safety and convenience products

**Ariba Solutions**

- Ariba Discovery
- Ariba Network

**“Ariba Discovery is changing our business—especially lead generation. We can reduce resources allocated to direct mail, trade shows, advertising, and other traditional marketing methods and better target qualified buyers.”**  
Paul Giampavolo, President, SSC