

# Sage Health Solutions: Growing from a Microbusiness to a Multimillion-Rand Enterprise with SAP® Ariba® Solutions

Sage Health Solutions began 14 years ago when two sisters decided to launch a home-based business in Cape Town, South Africa. As a women- and minority-owned startup, Sage relied on the Ariba® Network to connect with the South African government, which uses SAP® Ariba procurement solutions.

In the era after apartheid, government-sponsored empowerment programs have helped small businesses compete with much bigger corporations. These programs, combined with the use of the Ariba Discovery solution, have helped Sage expand into new markets. Customers now include private and public hospitals as well as private-sector companies beyond the medical equipment industry, with 80% of the company's business coming through the Ariba Network. SAP Ariba solutions have been invaluable to Sage's growth, enabling its owners to achieve their dream of business success.



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# Opening doors to new business opportunities

## Company (Supplier)

Sage Health Solutions

## Headquarters

Cape Town, South Africa

## Industry

Healthcare

## Products and Services

Manufacturing, sales, and distribution of a broad range of medical and remedial equipment and supplies to both public- and private-sector customers

## Employees

27

## Web Site

[www.sagehealthsolutions.co.za](http://www.sagehealthsolutions.co.za)

## Objectives

- Launch a home-based startup business that would capitalize on the founding partners' expertise
- Quickly become proficient on the Ariba® Network, the procurement platform used by a key prospect, the South African government
- Expand business from one market and customer into new areas

## Why SAP® Ariba solutions

- Ariba Network
- Ariba Discovery solution

## Resolution

- Easily got up and running on the Ariba Network to transact with the South African government, which soon became the company's largest customer
- Developed skill and speed in meeting buyer requests, resulting in repeat invitations to bid on annual contracts and renewals
- Began using Ariba Discovery to gain access to more customers and markets

## Benefits

- Simplicity of responding to requests for information and quotes and receiving orders from any location, giving owners needed flexibility and mobility
- Support for growth from a modest idea to a multimillion-rand business within the first five years
- Doors opening to new business opportunities with hospitals and private-sector organizations both locally and globally through Ariba Discovery

## 80%

Of total annual sales come through the Ariba Network

## >500

Business opportunities are received daily through Ariba Discovery

## 5x–10x

Growth is anticipated in new categories for 2014 and beyond

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“Since we began working with SAP Ariba solutions and receiving and responding to all of our tenders via e-mail, we have been able to grow our business from almost nothing to a multimillion-rand venture.”

Ruwaydah Tambe, Marketing Director, Sage Health Solutions

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