

Supplier Success Through Ariba® Network

“I am always delighted when a customer says they use Ariba Network, as I know we can get a reliable e-business solution implemented quickly and simply.”




Sam Purches
Principal E-Business Development Consultant
Computacenter
United Kingdom

Read how our suppliers are using Ariba® Network to grow their business

When you join Ariba Network, you become part of the world’s largest business commerce network. It is used successfully by more than 2 million suppliers worldwide to find buyers ready to buy, accelerate the sales cycle, improve customer retention, and predict and apply cash. You gain:

- Greater access to interested buyers through online matching and e-commerce tools that consumerize the purchasing experience
- A shorter order-to-cash cycle through automated processes and systems
- Stronger, longer-lasting relationships through enhanced service and higher customer satisfaction
- Faster payment and improved cash flow with automated invoicing, payment, and cash management tools




Suppliers Realize Big Benefits Through Ariba Network

| WHO THEY ARE | WHAT THEY SAY | WHAT THEY GAIN |
|---|--|---|
|  <p><i>Supplier of Imaging Products, United States</i></p> | <p>“We used SAP Ariba business commerce solutions to become proactive, rather than reactive, in our marketing approach and showcase our entire spectrum of products and services across more accounts. Replacing one customer’s CIF catalog with an Ariba PunchOut catalog helped us increase sales by 300% in three years while saving the customer hundreds of thousands of dollars – a true win-win.”</p> <p>Barry Eisenberg <i>B2B Contracts and E-Procurement Manager</i></p> | <p>Find Buyers Ready to Buy, Accelerate the Sales Cycle</p> <ul style="list-style-type: none"> • Won over US\$100,000 in new business through the Ariba Discovery® service while expanding access to previously unavailable accounts • Replaced a 500-item CIF catalog with a 200,000-item Ariba PunchOut catalog, driving 300% sales growth in three years and saving the company hundreds of thousands of dollars • Shortened sales cycle times by 75%, accelerated payment cycle times by 20 to 30 days, and saved 80% of one full-time equivalent staff person |
|  <p><i>Seafood Products Provider, Republic of the Philippines</i></p> | <p>“With Ariba Network, we have smooth and transparent transactions with buyers and fewer errors in ordering and delivery. More important, since we started getting paid faster, we now have a positive cash flow.”</p> <p>Mayette Yulo <i>Owner</i></p> | <p>Predict and Apply Cash</p> <ul style="list-style-type: none"> • Enabled an online catalog that reflects current pricing and product specifications, increasing order accuracy by 75% • Gained better traceability of documents and clear visibility into invoice processing status • Achieved 80% reduction in late and overdue payments and reduced days sales outstanding by 30% • Enhanced buyer relationships as a result of fewer errors, quicker dispute resolution, and greater transparency |
|  <p><i>Distributor of Electronics, Maintenance, and Trades; United Kingdom</i></p> | <p>“There’s great synergy between SAP Ariba and RS Components, because we both have a global footprint. In particular, Ariba Network has expanded our opportunities to work with large customers that are increasingly trading in multiple geographies.”</p> <p>Cliff Ratcliff <i>E-Applications Manager</i></p> | <p>Improve Customer Retention</p> <ul style="list-style-type: none"> • Established more user contacts in buying organizations and secured trusted partner status with a greater percentage of customers through close collaboration based on over 2,000 e-commerce integrations worldwide • Enabled the business to quickly meet the integration requirements of any customer that wants to transact electronically through Ariba Network • Achieved continuous e-business growth despite a difficult economy • Decreased order processing and catalog distribution costs by 30% |

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 2 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.

Suppliers Realize Big Benefits Through Ariba Network

| WHO THEY ARE | WHAT THEY SAY | WHAT THEY GAIN |
|--|--|---|
|  <i>Marking and Identification Products Provider, United States</i> | <p>"Being an online commerce expert has solidified our existing customer relationships, enhanced trust, and opened up many opportunities for new business. We have been able to expand our marketing opportunities to include events and exposure opportunities, regularly participate in SAP Ariba Live, and last year alone picked up three new high-profile clients that totaled \$1 million in sales over a 12-month period."</p> <p>Kevin Govin Chief Executive Officer</p> | <p>Find Buyers Ready to Buy</p> <ul style="list-style-type: none"> Acquired at least 65% of its new clients as a direct result of SAP Ariba solutions Drove sales growth of 20% annually since 2000 despite a mature market, thanks to online commerce efforts Increased the level of electronic orders from 2% in 2000 to 95% today Achieved 50% increase in product line expansion with current customers Picked up three new high-profile clients that totaled \$1 million in sales over the next year after participating in SAP Ariba Live |
|  <i>Online Recruitment and Advertising Consultancy, United Kingdom</i> | <p>"We joined Ariba Network with little knowledge of what impact it would make upon our business. We were pleasantly surprised by how it streamlined our cash management and accounting administration processes. We've achieved a 500% increase in gross profit from year one to year two of trading, and I see Ariba Network as being an integral tool to our expansion plans being realized."</p> <p>Shirley Brzeski Managing Director</p> | <p>Predict and Apply Cash</p> <ul style="list-style-type: none"> Used e-invoicing to automate customer billing and payment, which has streamlined cash management and accounting processes and eliminated cash-flow headaches Achieved shorter payment cycle times and closer customer adherence to agreed payment terms Enhanced market prominence through Ariba Discovery and Ariba Network to put ClearChoice on the radar of many more prospective clients Increased exposure and efficiency to help ClearChoice increase gross income by £200,000 – or 500% – within the first year of trading on Ariba Network |
|  <p>that was easy."</p> <p><i>Supplier of Office Products, United States</i></p> | <p>"Ariba Network is a dependable platform that gives Staples flexibility to meet our customer requirements and allows us to continue to make the customer experience easy."</p> <p>Dennis Kudriashov Senior Manager, E-Procurement</p> | <p>Accelerate the Sales Cycle</p> <ul style="list-style-type: none"> Optimized electronic purchasing and enabled rapid content updates and increased product variety by using Ariba PunchOut in combination with StaplesLink.com Implemented e-invoicing for fast invoice delivery, routing, and approval Achieved a 98% on-time delivery rate and 99% average fill rate Reduced customer service calls by 40% |

www.ariba.com

Studio SAP | 46456enUS(16/10) © 2016 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company. SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.