

Benefits of Upgrading Your Subscription

Subscribe to Ariba Discovery Advantage or Ariba Discovery Advantage Plus to save marketing dollars and put your business front and center with buyers. To find and engage with purchasing decision makers, you can spend as much as:

- **US\$50,000** per list purchase
- **US\$30,000** per trade show sponsorship
- **US\$10,000/month** for telesales
- **US\$10,000/month** for Google AdWords
- **US\$5,000** per direct marketing campaign

Total: US\$100,000+

Replace these costs with a subscription to Ariba Discovery Advantage or Ariba Discovery Advantage Plus and reach thousands of qualified buyers in an active purchasing cycle.

Note: These are sample average costs. Your costs may vary significantly.

“We chose the Ariba Discovery Advantage package to leverage all the tools that put us right in front of active buyers.”

Jonathan Fiala, Operations Manager, Next Day Toner

“We were trying to ramp up our e-procurement efforts and saw Ariba Discovery Advantage Plus as a great opportunity to gain insights on what to do better – especially early on. We just had our consultation as part of the package, and it was absolutely worth it. As soon as we implemented the recommendations, an influx of new matches started coming through.”

Blake Stillman, Marketing Manager, Integrated Building Maintenance

DISCOVER NEW BUSINESS RELATIONSHIPS

Join the Ariba Discovery® service and start seeing exciting new business opportunities delivered right to your in-box. In fact, more than 23.6 million sales leads were sent to suppliers like you last year. More importantly, Ariba Discovery gives you the chance to promote your business to buyers actively seeking new suppliers, reducing the time you spend on lead generation and boosting your sales and marketing success.

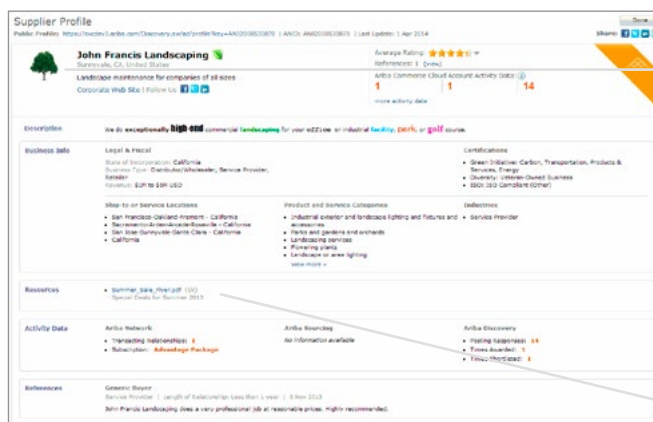
MAXIMIZE YOUR IMPACT WITH ARIBA DISCOVERY ADVANTAGE OR ARIBA DISCOVERY ADVANTAGE PLUS

To maximize your impact with Ariba Discovery and differentiate your business from the competition, upgrade to an Ariba Discovery Advantage or Ariba Discovery Advantage Plus subscription. You'll gain access to exclusive services and features that give you greater visibility with buyers and help optimize your results.

Ariba Discovery Advantage

In addition to all the features included in the standard service, an Ariba Discovery Advantage upgrade includes:

- **Free responses to buyer postings:** Respond for free to an unlimited number of RFIs/RFQs that match your business, including any buyer postings valued over US\$1,000 (which ordinarily require payment of response fees).
- **More direct messages to buyers:** Respond directly to up to 50 buyer messages each year free of charge, gaining more opportunities to interact with prospects and obtain new business.
- **Prioritized listing in buyer search results:** Increase your chance of being contacted by prospective customers through higher listing of your profile in buyer search results.
- **An enhanced company profile:** Showcase your company more effectively with an enhanced company profile, which allows you to provide all the information buyers want to see:



Include your company logo to promote your brand

Stand out from other suppliers through prominent display of your Ariba Discovery Advantage or Ariba Discovery Advantage Plus banner

Add resources such as data sheets, case studies, and external links that might be useful to potential buyers

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.

“The Ariba Discovery Advantage Plus subscription is an effective lead generation tool. With minimal investment, we have already acquired more than US\$200,000 in new business and many additional leads through the service.”

Barry Eisenberg, Business Development – Contracts and e-Procurement, B&H Photo, Video, Pro Audio

Ariba Discovery Advantage Plus

Along with all the features included in the Ariba Discovery Advantage subscription, the Ariba Discovery Advantage Plus subscription includes:

- **Unlimited direct messages to buyers:** Respond directly to an unlimited number of buyer messages free of charge, maximizing your opportunities to interact with prospects and obtain new business.
- **Customized consultation:** Get more value from your use of Ariba Discovery through expert review of your profile, lead management, and responses along with insider tips and advice on how to optimize your presence and interaction with buyers. Suppliers consistently give the consulting service a high 4.5 rating on a 5-point scale.
- **In-person networking at the SAP Ariba Live event:** Benefit from a free ticket (a US\$1,499 value) to SAP Ariba Live, the world’s leading collaborative commerce networking event, where you can make connections and exchange ideas with 2,500+ buyers and suppliers.

CHOOSE THE OPTION THAT WORKS BEST FOR YOUR BUSINESS

Ready to capture more leads, more buyer attention, and more results through Ariba Discovery? Upgrade today!

	Standard Subscription Level	Advantage Subscription Level	Advantage Plus Subscription Level
	No annual fee – pay per response	Annual subscription	Annual subscription
Get easy access to active buyers			
Receive e-mail notifications when new RFI/RFQ postings match your business	Included	Included	Included
View buyer RFI/RFQ postings and ask questions online	Included	Included	Included
Respond to buyer messages directly	20 messages per year	50 messages per year	Unlimited
Respond to RFI/RFQ postings	Response fees based on deal type and size	Unlimited	Unlimited
Showcase your company			
Create a company profile that appears in buyer search results	Included	Included	Included
Provide your D&B score	Included	Included	Included
Get prioritized listing in buyer search results		Included	Included
Include attachments and external links in your profile		Included	Included
Brand your profile with your company logo		Included	Included
Maximize your presence			
Receive dedicated customer service and expert advice to increase your success rate			Included
Get a ticket to the world’s leading collaborative commerce networking event, SAP Ariba Live (US\$1,499 value)			Included

LEARN MORE

To get additional information about the Ariba Discovery Advantage or Ariba Discovery Advantage Plus subscription or to upgrade, call +1 678.624.5008 or send an e-mail to aribadiscovery@sap.com.

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