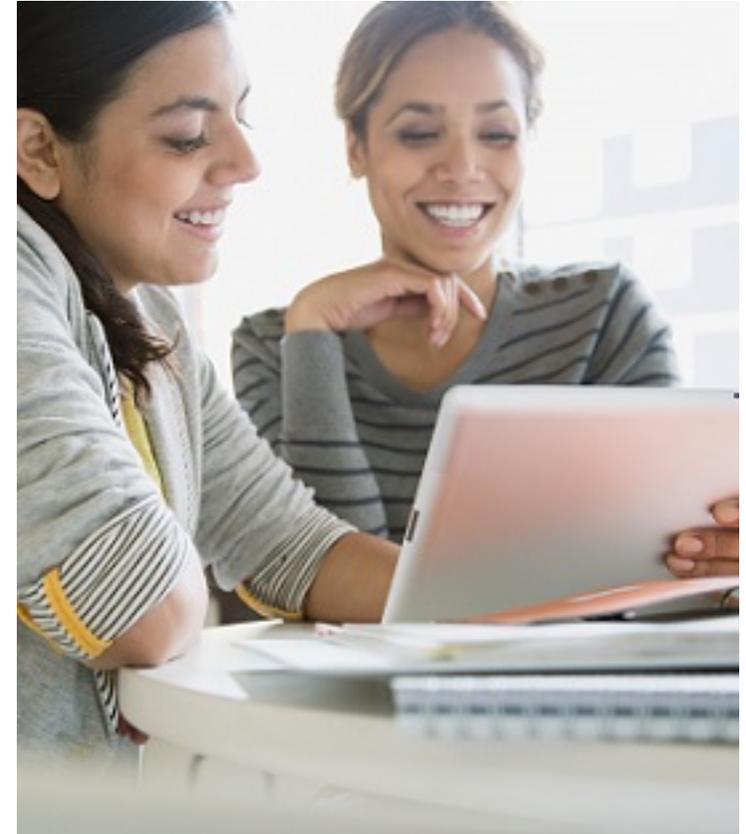


## Next Day Plus: Competing for Nationwide Contract Opportunities with Ariba® Discovery

Next Day Plus, a leader in office supplies and services, offers next-day delivery to a majority of the United States. With over 60 warehouses nationwide, the company set a goal to have close relationships with its customers and to deliver the highest quality products on the market.

Struggling to connect with new prospects, Next Day Plus looked for a solution to improve its current time- and labor-intensive lead-generation process. Competing with established retailers positioning their services in the same space, Next Day Plus used the Ariba® Discovery solution to position itself as a reliable business services partner.



Picture Credit SAP SE, Walldorf, Germany | Used with permission.

# Finding cost-effective ways to generate leads

## Company (Supplier)

Next Day Plus Inc.

## Headquarters

Orland Park, Illinois

## Industry

Professional services – business supplies, equipment, and services

## Products and Services

Printer and technology supplies, printer service, storage media, managed print services, OEM products

## Employees

22

## Revenue

US\$10 million–\$50 million

## Web Site

[www.nextdayplus.com](http://www.nextdayplus.com)

## Objectives

- Find cost-effective ways to identify qualified, new business opportunities
- Increase visibility to current and potential customers without hiring a marketing team or advertising campaigns

## Why SAP® Ariba® solutions

- Improves visibility with current and new prospective buyers
- Builds credibility with prospects by showcasing order history, established connections, and online commerce capabilities
- Receives notifications of all new business opportunities

## Resolution

- Met the challenge of presenting environmentally friendly products and services by promoting certification as a Green Initiative Supplier using the Ariba® Discovery solution
- Eased the identification of more requests for proposals and submission of bids at a lower cost with Ariba Discovery

## Benefits

- Responded to the Ariba Discovery request and got shortlisted for a \$70,000 project to deliver toner equipment to 40 locations
- Acquired several prospects from an Ariba event and turned one lead into an opportunity within 24 hours
- Invited to compete for a much larger nationwide contract with a major national brand after the customer found out through Ariba Discovery that Next Day Plus had already been successfully serving several of the company's local offices

## More

Leads

## Larger

Contracts

## Sharper

Competitive edge

“We are excited about using Ariba Discovery because it gives us an edge over our competition. The toner industry is very competitive, and Ariba Discovery provides us with a unique avenue to generate leads. I know that our competitors down the street are not using it, and it even allows us to compete with the big players out there.”

Jonathan Fiala, Director of Operations, Next Day Plus Inc.

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