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

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<th>WHO THEY ARE</th>
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<td>B&amp;H</td>
<td>“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.” Barry Eisenberg, B2B Contracts and E-Procurement Manager.</td>
<td>Find Buyers Ready to Buy, Accelerate the Sales Cycle</td>
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<td>Seafood Products Supplier, Republic of the Philippines</td>
<td>“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.” Mayette Yulo, Owner.</td>
<td>Predict and Apply Cash</td>
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<td>RS</td>
<td>“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.” Cliff Ratcliff, E-Applications Manager.</td>
<td>Improve Customer Retention</td>
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| **Marking and Identification Products Provider, United States** | “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.” | Find Buyers Ready to Buy  
- 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 |
| **Online Recruitment and Advertising Consultancy, United Kingdom** | “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.” | Predict and Apply Cash  
- 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 |
| **Supplier of Office Products, United States** | “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.” | Accelerate the Sales Cycle  
- 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% |

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**www.ariba.com**