**SAP Ariba**

SAP

cSubs: Effectively Managing Complex Knowledge Resources Through E-Commerce with SAP® Ariba® Solutions

Organizations rely on cSubs to help buy, use, and manage information resources — subscriptions, licenses, journals, books, e-content, and more. As a software-as-a-service information management provider, cSubs continually seeks new strategies and technologies to better serve its clients. When customers wanted to integrate services with e-commerce, cSubs looked for a solution with sound technology that wouldn't consume large amounts of the small company's time or resources.

cSubs enhanced its e-commerce Web site with the Ariba® Punchout solution for catalogs to seamlessly serve customers on the Ariba Network and provide automated, end-to-end transactions. SAP® Ariba solutions allow cSubs to better respond to customers, transact more than 25% of its business through the Ariba Network, improve cash management, streamline operations, increase sales, and compete more effectively with much bigger companies.
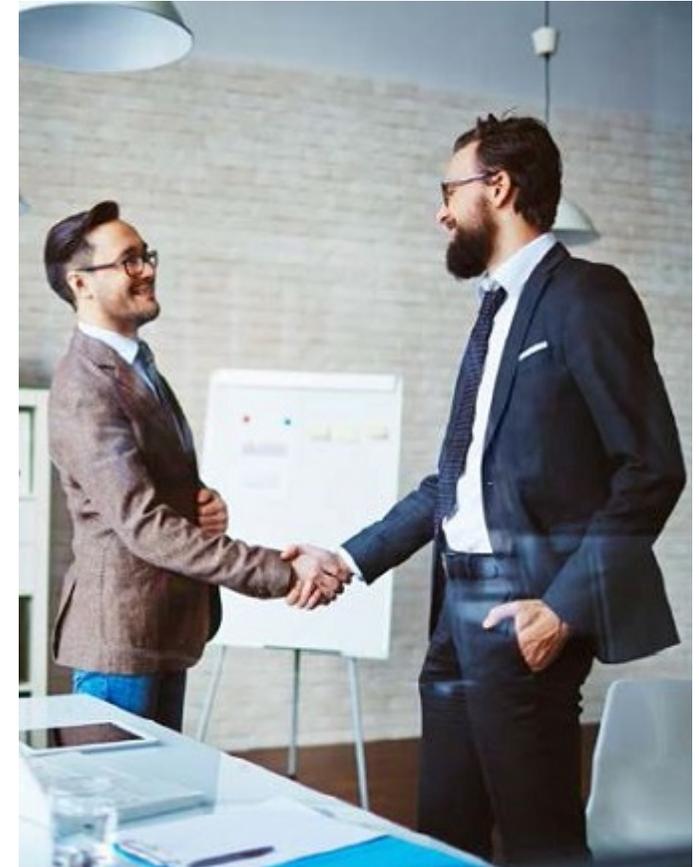
cSubs

Effective solutions without needing a big IT budget

Company (Supplier)
cSubs

Headquarters
Montvale, New Jersey

Industry
Professional services

Products and Services
Software-as-a-service information management provider

Employees
25

Revenue
>US$15 million

Web Site
www.csubs.com

Objectives
- Meet a growing demand for e-commerce integration
- Help customers manage the complex flow of content
- Easily manage information resources such as subscriptions, journals, newspapers, and books
- Facilitate access to e-resources such as licensed content, market data, e-content, and Web services

Why SAP® Ariba® solutions
- Able to launch an e-commerce Web site with the Ariba® Punchout solution for catalogs
- Able to integrate customers into the Ariba Network

Resolution
- Added new customers with significantly less effort and expense
- Joined the Ariba Ready program to demonstrate e-commerce knowledge and expertise in SAP® Ariba solutions
- Integrated Ariba Punchout to give access to purchase services and provide centralized control of subscription tasks and analytics

Benefits
- Faster and more efficient purchasing and content management
- Better sales and enhanced competitiveness with bigger companies due to participation in the Ariba Ready program
- Improved cash management through visibility into streamlined order flow and invoice and payment status

Improved

E-commerce capabilities to customize the buyer experience

Enhanced

Content and contract management solution to provide single sign-on

Better

Sales and competitiveness

Valuable

New services launched due to stable architecture

"Integrating through SAP Ariba solutions helps us take a complex, hard-to-manage category and make it easy for our customers. It also gives us a tremendous leg up in competing with much larger companies, which has been a great growth driver for our business."
Ken Redler, CTO, cSubs

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