

How Do You Accelerate Order-to-Cash Cycles with eCommerce?

Marketing more than **12,000 hazardous waste disposal solutions** to customers across the globe

DENIOS AG is a preeminent manufacturer and supplier of products and services for environmental protection and workplace safety. The company provides compliant solutions to handle hazardous substances for industrial clients, public sector bodies, and crafts- and tradespeople. Priding itself on expert retailing and agile innovation, DENIOS recently identified a need to streamline processes for staff and customers alike. The company envisioned a system that would **facilitate order-to-cash, anywhere** and keep order processing transparent throughout the enterprise ecosystem.



DENIOS connects to a state-of-the-art e-commerce system to enhance the customer experience and fuel growth

Ariba® Network helped DENIOS AG:

- Win 79 new customers for whom e-procurement standards
- Further expand the ongoing digitalization of its internal business processes
- Integrate the international offices of existing customers into its digital ordering process
- Significantly accelerate order fulfilment and simplify related processes for all participants
- Up- and cross-sell products by making the full catalog visible to all customers
- Raise customer satisfaction levels and foster long-term loyalty
- Lower operational costs and reduce consumption of natural resources up to 40%
- Strengthen its reputation as a pioneer in socially conscious environmental protection

“The introduction of Ariba Network doesn’t simply lower costs and streamline processes. It also increases revenue by bringing new customers and helping us **build customer loyalty**. It empowers us to more readily follow our customers into emerging markets as well.”

Felix Förster, Head of Key Account Management/ International Sales, DENIOS AG



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DENIOS AG
Bad Oeynhausen, Germany
www.denios.com

Industry
Industrial machinery
and components

Employees
850

Revenue
€190 million

Featured Solutions and Services
Ariba Network



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