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Head of Technical Services, HH Global

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Adding Value Through the Ariba® Network

HH Global, a leading independent Global Marketing Services provider, manages the postcreative process for major international brands. Headquartered in London, it has global offices in 28 countries with more than 600 employees.

With more than US\$500 million in spend under management, HH Global maintains a razor-sharp focus on costs, quality, and environmental impact on behalf of its clients. The company has received numerous awards for excellent customer service and international business innovation.

Solution

Driven to reduce costs and increase quality for its customers, HH Global realized the value of SAP® Ariba® solutions when a billion-dollar customer showed it the potential for business growth on the Ariba Network. It elected to implement SAP Ariba solutions because the business commerce network provides complete electronic visibility for customer-submitted orders, which makes forecasting cash flow easier.

The company's primary goal was to achieve improved collaboration with customers through better communication and visibility into the payment process. In order to achieve this, it has used the Ariba Punchout solution for several years to improve order visibility for customers.

Benefits

HH Global has increased its cash flow significantly due to improved collaboration and enhanced efficiencies as a result of using SAP Ariba solutions.

The guidance for SAP Ariba solutions and collaboration between the organizations have resulted in faster payment processes, improved forecasting, and better visibility of electronic orders. HH Global has gained increased visibility for more-accurate invoicing data and reduced invoice reconciliation issues.

The company has also increased its customer base and is now enabled with two of its largest global customers on the Ariba Network. These improved relationships and customer experiences have been possible thanks to better user engagement on the network.

According to Head of Technical Services, Gary George, "SAP Ariba solutions were the only real, sensible choice for us. They have allowed us to build relationships with our customers, and, as a result, payment cycles have improved. The statistics and monthly reporting we receive from SAP Ariba solutions provides good transparency and is a key differentiator." The business network has made it easy to track all customer account activity centrally, for up to 20 countries.

Future Plans

The next step in HH Global's order-to-cash strategy is to expand with level two of Ariba Punchout and other supplier solutions. Similarly, it plans to integrate supplier invoicing directly through the SAP Business One® application.

Pleased with achieving its set goals, HH Global will continue to offer integration with SAP Ariba solutions as a key component of its technology solution to new customers.

About HH Global

HH Global Ltd., founded in 1991, is a leading independent Global Marketing Services provider with local operations in 28 countries. HH Global enables leading brands to simplify and evolve their marketing supply chain operations into less costly, more efficient, and more responsive ones. HH Global accomplishes this through HHub 2.0, a best-in-class, proprietary technology platform; relationships with an expansive list of suppliers worldwide; and the deep process expertise of more than 550 employees. HH Global provides outsourcing solutions for all types of print, secondary packaging, and creative services. With more than \$500 million in spend under management, HH Global maintains a razor-sharp focus on cost and quality and offers an industry-leading sustainability program. For more information, visit www.hhglobal.com.

About SAP Ariba Solutions

Industry-leading, cloud-based SAP Ariba solutions combine with the world's largest Internet-based trading community to help companies discover and collaborate with a global network of partners. Using the Ariba Network, businesses of all sizes can connect to their trading partners anywhere, at any time, from any application or device to buy, sell, and manage their cash more efficiently and effectively than ever before. Companies around the world use the Ariba Network to simplify interenterprise commerce and enhance the results that they deliver. Join them at www.ariba.com.

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