

Cut Down Unit Cost from \$17 to \$1 by Finding High-Quality Supplier



Challenges

- As a startup, didn't have an existing supplier database and needed to find reliable suppliers for products and custom-made solutions key to its business success
- Time-intensive, manual process of finding potential suppliers and gathering pricing details using various online channels
- Used LinkedIn to identify suppliers, but found it ineffective and tedious
- Tried Alibaba and was frustrated by responses from suppliers that failed to understand requirements
- Found it difficult to identify suppliers for hard-to-find devices and custom solutions on sites like eBay or Amazon
- Used Google search to find machining shops, but found it laborious and ineffective to contact each individually through their websites

Solutions

- Used the Ariba Discovery™ service to quickly find suppliers for iPhone, and Android devices as well as custom-made mobile device mount solutions
- Used Ariba Discovery's Q&A functionality to answer suppliers' questions publicly, clarifying proposals and ultimately receiving only relevant bids
- Able to easily evaluate, compare, and respond to proposals by receiving responses in a single location, with exactly the details needed

"Ariba Discovery saved me at least a couple of days worth of time. I found a few great and flexible suppliers that understand that we're a small startup that needs to prove a concept before we can make a large order. To a startup with extremely limited resources and high investor expectations, Ariba Discovery has been a huge advantage." Ian Thomson, Head of Business Development, Koozoo

Results

- Created six RFPs, received about 10 bids on each, and found five new suppliers through Ariba Discovery
- Discovered a supplier who was able to deliver a custom-made solution within a tight timeframe, allowing Koozoo to launch on time
- Gained predictability by working with quality suppliers who provided strategic insight to influence product development to leverage more cost-effective solutions
- Cut solution cost from \$17 down to less than \$1 per unit

Company

Koozoo

Profile

First crowd-sourced network of continuously broadcasting smartphone video cameras

Ariba Solutions

- Ariba Discovery



"Having done a few RFPs on Ariba Discovery, I can now justify time spent on Ariba Discovery as a solid investment. I am confident I will get excellent responses."

Ian Thomson, Head of Business Development, Koozoo