



Sales Acceleration Solutions

Benefits

What ROI do sellers realize from Ariba Sales Acceleration Solutions? You can potentially:

- Speed the market-to-cash cycle by 50 percent
- Realize an average customer retention rate of 99 percent or more
- Increase sales from new customers by 15 percent
- Boost wallet share with existing customers by 300 percent
- Increase efficiency of sales and marketing activities by 20 percent
- Gain up to an 80 percent increase in customer order accuracy
- Realize 10-20 percent gains in productivity (increasing to 60-75 percent for sellers that fully automate their order and invoice processing with Ariba)
- Get paid 15-20 percent faster

Harnessing an Enterprise-Class Business Commerce Channel to Maximize Revenue

As collaborative business commerce takes deeper root across companies of all sizes and industries, it's quickly becoming the de facto way of conducting business. Even before the economic downturn, everyone was looking for smarter ways to run their business. But in today's "new normal," it's an imperative. Collaborative business commerce offers a solid path to faster revenue growth, reduced costs, improved service levels, stronger customer relationships, and greater visibility and control over performance—and provides a way to make business commerce as easy as consumer commerce.

But to achieve these goals, you need the right solutions to optimize the full range of commerce activities—from marketing and order handling to invoicing and managing cash. Sales acceleration management aligns the customer-facing processes and internal operations that support your collaborative business commerce channel so you can differentiate your business and drive revenue. It gives you an enterprise-class approach to business commerce so you can:

- Gain fast access to thousands of targeted buyers—and position your business to be discovered by the right buyers at the right time
- Connect with buyers using mutually preferred technologies and channels
- Collaborate with customers electronically around the entire buying and selling cycle for improved service, greater visibility, and lower operational costs
- Proactively manage cash so you can be more agile and competitive

Ariba has been working to enable this vision of sales acceleration management since its inception—and it's available for you to take advantage of today.

Realizing the Vision with Ariba Sales Acceleration Solutions

You can achieve sales acceleration goals faster with Ariba Sales Acceleration Solutions, which help sales, marketing, sales operations, online commerce, and accounts receivable organizations develop a compelling online presence, build awareness, differentiate offerings, manage key transactional processes with customers, and proactively manage cash. Everything you need to operationalize a highly effective collaborative business commerce channel is available in the cloud—including access to thousands of qualified buyers. You'll increase your online marketing and Ariba ROI through:

- **Higher sales with new customers:** Gain access to new business opportunities with the world's largest community of buyers with budget in the buying cycle.
- **Greater wallet share with existing customers:** Grow revenue within existing accounts by supporting online procurement initiatives that channel more spend to you.
- **Increased visibility with Fortune 500 decision makers:** Drive greater awareness of your business by getting your name in front of the right prospects and suspects at the biggest corporations.
- **Faster sales cycles:** Obtain leads directly from Global 2000 buyers on the front end and speed up the contracting process at the back end by automating the contracting process—so you can negotiate deals faster and work more collaboratively with prospective customers and internal groups, such as legal and finance.
- **Lower process costs:** Automate order management processes to ensure orders are fully compliant with the terms you've negotiated, and use self-service tools for instant visibility into sales orders, invoices, and payments.
- **Better cash flow:** Use automated, online invoicing to dramatically compress the invoice and payment cycle so more customers pay on time to help reduce your days sales outstanding (DSO). You can also leverage innovative Ariba® Working Capital Management™ solutions that promote early payment discount programs, including dynamic, sliding-scale discounts, to further improve your cash flow.

About Ariba, Inc.

Ariba, Inc. is the leading provider of collaborative business commerce solutions. Ariba combines industry-leading technology with the world's largest web-based trading community to help companies discover, connect and collaborate with a global network of partners — all in a cloud-based environment. Using the Ariba® Commerce Cloud, businesses of all sizes can buy, sell and manage cash more efficiently and effectively. Over 500,000 companies around the globe use the Ariba Commerce Cloud to simplify inter-enterprise commerce and enhance results. Why not join them? To get on the path to Better Commerce visit: www.ariba.com/commercecloud/

Sales and Marketing Programs

Differentiate and grow your collaborative commerce business by leveraging our proven sales and marketing programs. Take advantage of sponsorship and online advertising opportunities that target your marketing efforts to tens of thousands of collaborative commerce-savvy executives, gain exclusive access to high-level decision makers, and market third-party validation of your collaborative commerce capabilities from Ariba.

Ariba Discovery

Gain unprecedented access to hot leads with the world's largest community of buyers through the Ariba Discovery™ service (Ariba Discovery). This service automatically notifies you of high-quality, appropriate buyer requests for the types of goods and services you supply. You can enhance your company's profile in ways that make your company logo, website URL, marketing messages, and detailed sales contact information more visible to the right buyers.

AribaConnection Solutions

Leverage an array of free, customized services to find new customers, secure quick wins, and transact higher business volumes over the Ariba Network. You'll receive expert insight and consulting-style support from AribaConnection Solutions specialists and develop a personalized, best-practice plan to migrate more customers from offline to online channels, maximize penetration in existing accounts, and create economies of scale that save time and money for you and your clients.

Sales Contract Management

Close deals faster and obtain greater visibility into customer compliance by automating your entire contract management lifecycle—from contract request and proposal to payment and lifecycle management. You gain a centralized contract repository, rich search capabilities, access to pre-approved contract templates and legal clauses, support for streamlined contract negotiation, and alerts regarding contract expiration and customer compliance issues.

Order Collaboration

Increase wallet share and easily access and respond to customer orders with support for end-to-end collaboration on orders, change orders, confirmations, cancellations, and advance ship notices. A consolidated order collaboration dashboard centralizes communications between you and your customers, and rules-based order routing directs orders to the right location.

Catalog Collaboration

Increase PO accuracy and help customers drive eProcurement compliance by publishing your catalog online in your preferred format, including CIF, cXML, and Excel. You can also integrate your collaborative commerce storefronts via Ariba PunchOut™. A comprehensive catalog dashboard makes it easy to manage all customer catalog activity, including updates, maintenance, and testing.

Invoice Collaboration

Accelerate cash flow and increase productivity with Ariba "smart invoicing" that automatically validates invoice data upon submission and features PO-Flip™ or system-to-system e-invoicing via cXML, EDI, and CSV. You get consolidated invoice and payment dashboards and real-time visibility into invoice and payment status. As a true global solution, Ariba smart invoicing also supports multiple languages, more than 70 currencies, and compliance with local VAT laws.

Working Capital Collaboration

Get paid faster with Ariba Working Capital Management solutions, including supply chain finance, receivables financing, and accelerated payment/dynamic discounting on any invoices you submit for payment. You have many options for accelerating cash flow, including buyer-driven and seller-driven programs that help you convert invoices to cash in as little as three days while supporting your customers' working capital objectives.

For More Information

To learn more, please email programs_info@ariba.com.

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