

Finding new ‘well-matched’ opportunities and increasing potential to win



Challenges	Solutions	Results	
<ul style="list-style-type: none">• Targeting new customers• Informing possible buyers about their extensive product offerings• Spending time quoting without really understanding the opportunity	<ul style="list-style-type: none">• Found Ariba Discovery through one of their government agency customers who purchases through Ariba• Created a profile with the appropriate commodity codes• Receives daily opportunities from companies they wouldn't have found without Ariba Discovery• Knows that buyers they respond to are intent on buying	<ul style="list-style-type: none">• Won \$15,000 sale and the potential for repeat business from a company that found them through Ariba Discovery• Spends less time on higher potential opportunities• Has secured several smaller orders from new clients	<p>Profile Provides electrical supplies to a broad range of customers from residential contractors to federal agencies</p> <p>Ariba Commerce Cloud Features</p> <ul style="list-style-type: none">• Ariba Network• Ariba Discovery service

“Ariba Discovery has opened a window to do business with companies we weren’t aware of before.”

TJ, Sales Specialist

