

Opening up a whole new audience for print products and services



Challenges	Solutions	Results
<ul style="list-style-type: none">• Finding new customers• Informing potential buyers about their broad range of products and services	<ul style="list-style-type: none">• Found Ariba Discovery through several customers who purchase using Ariba• Refined profile to be more focused to attract appropriate buyers• Actively responding to many new opportunities they find through Ariba Discovery• Planning to expand the use of Ariba Discovery to grow their business	<ul style="list-style-type: none">• Being exposed to a whole new audience for their products and services• Shortlisted for a couple of substantial business opportunities• Reducing cost of sales by quickly assessing opportunities and responding to companies with budget to buy

Profile
Provides a diverse range of printing services, promotional products, and corporate apparel

Ariba Commerce Cloud Features

- Ariba Network
- Ariba Discovery service

“It’s fantastic—you know exactly what companies are looking to buy, and what their budget is.”
Joe Larson, Sales Manager

