



## **Top 5 Things You Can Do To Get More Business on Ariba Discovery**

As an Ariba Discovery customer, you have a wealth of new business contacts and opportunities just waiting to be discovered.

To take advantage of everything Ariba Discovery has to offer, you only need to take a few simple steps. This document introduces 5 easy ways to improve your visibility on Ariba Discovery—helping you reduce the time it takes to find new business opportunities and increase your bottom line.

## Serious Buying Power

Ariba Discovery brings more than \$300 billion in buying power to more than 500,000 sellers. Last year Ariba Discovery offered more than \$1 billion in new business opportunities and delivered more than 50,000 matches between buyers and sellers.

## 1. Update your profile.

Think of your profile as your company's advertisement on Ariba Discovery. Keeping it up-to-date will best represent your company and its products or services.

- Log in to Ariba Discovery [discovery.ariba.com](http://discovery.ariba.com) and click Edit Profile or Manage Profile.
- Enter key information about your company, including type of organization or business, the year it was founded, and annual revenue to help buyers evaluate you as a potential seller.
- If your company holds certifications or has undertaken green initiatives, enter them.
- Select any designation, such as minority-owned, woman-owned, or green initiatives.
- Consider upgrading to the Ariba Discovery Advantage program, which offers you an enhanced profile and a higher display ranking for buyer search results.



*Update your profile.*

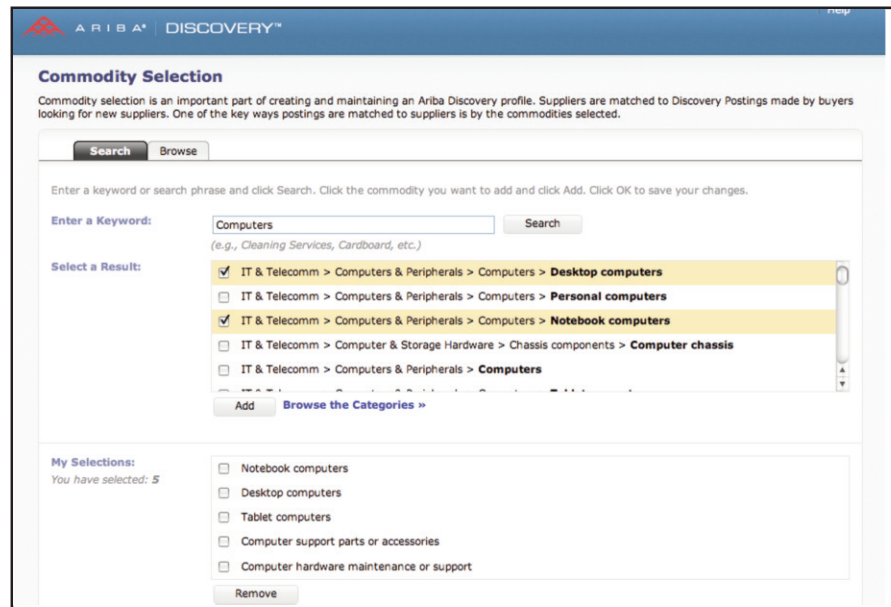
## What is Ariba Discovery?

Ariba Discovery is a premier global B2B matching service that offers sellers new business opportunities from leading businesses—including Global 2000 companies. Sellers whose capabilities match a buyer’s project requirements are instantly notified, reducing the time and cost required to locate and develop new relationships.

## 2. Get the commodity right.

The Commodity section of your profile allows you to provide detailed information about the products or services you offer. This is critical because buyer postings, made by buyers seeking a product or service, are matched to you based on the commodities featured in your profile.

- Add all the commodities you offer. This is critical in order for Ariba Discovery to match you with buyers. Use key words or navigate the commodity list to add your commodities. Ensure that your commodity selections best describe what your company provides.
- Add all the territories you cover. This is critical in order for Ariba Discovery to match you with buyers. Select multiple countries—and indicate specific states within each country if desired.
- Continuously fine-tune your commodity and territory selections for greater success. Try selecting numerous categories to see how many opportunities you get, and if not then continue to make adjustments.



*Get the commodity right.*

## Ariba Discovery Advantage

Following are the business benefits available to you with an annual upgrade to the Ariba Discovery Advantage program. Members receive:

- Preferential ranking in search results, increasing your visibility to Global 2000 buying organizations.
- The opportunity to develop a detailed company description and add your logo, marketing attachments, and links to more information you would like to share with buyers.
- Access to activity reports listing the past 10 companies that viewed your profile.
- The ability to receive direct communication from decision makers who post more than \$1 billion in annual business opportunities on Ariba Discovery.
- Priority access to best-practice content developed by Ariba to help you improve your business sales, at no additional charge.

### 3. Keep your contact information up-to-date.

Your profile provides opportunities for you to tell buyers who you are and how to best reach you. If this information is out-of-date, you lose potential business.

- Ensure your profile lists current contact information for the person at your company who is responsible for receiving and evaluating Ariba Discovery business leads.
- Edit your Email Notifications options to specify which email accounts receive notifications as well as the number of daily emails you receive to improve response time and lead tracking.



**Stand Out from the Crowd**  
Upgrade to an Advantage Membership [Upgrade Now](#)

**Edit Profile** [View My Profile](#)

Company Info (1) Company Detail Business Info (1) **User Info** Diversity & Green (1) Advantage (1)

\* Username:   
The username for your Ariba Discovery account. ⓘ

\* Email Address:   
The email address for your Ariba Discovery account.

\* Current Password:

\* New Password:

\* Confirm Password:

\* Secret Question:  ⓘ

\* Secret Answer:

\* Confirm Secret Answer:

\* First Name:   
Middle Name:   
\* Last Name:

\* Address 1:   
Address 2:

**Profile Completeness** 70%

- ◆ Diversity & Green
- ◆ D-U-N-S Number
- ◆ Business Type
- ◆ Company Logo

*Keep your contact information up-to-date.*

## How Ariba Discovery Works

**1** When buyers want to purchase a product or service, they post their requirements on Ariba Discovery.

**2** Ariba locates the sellers in the Ariba Discovery network who provide this product or service and “match” them with the buyers.

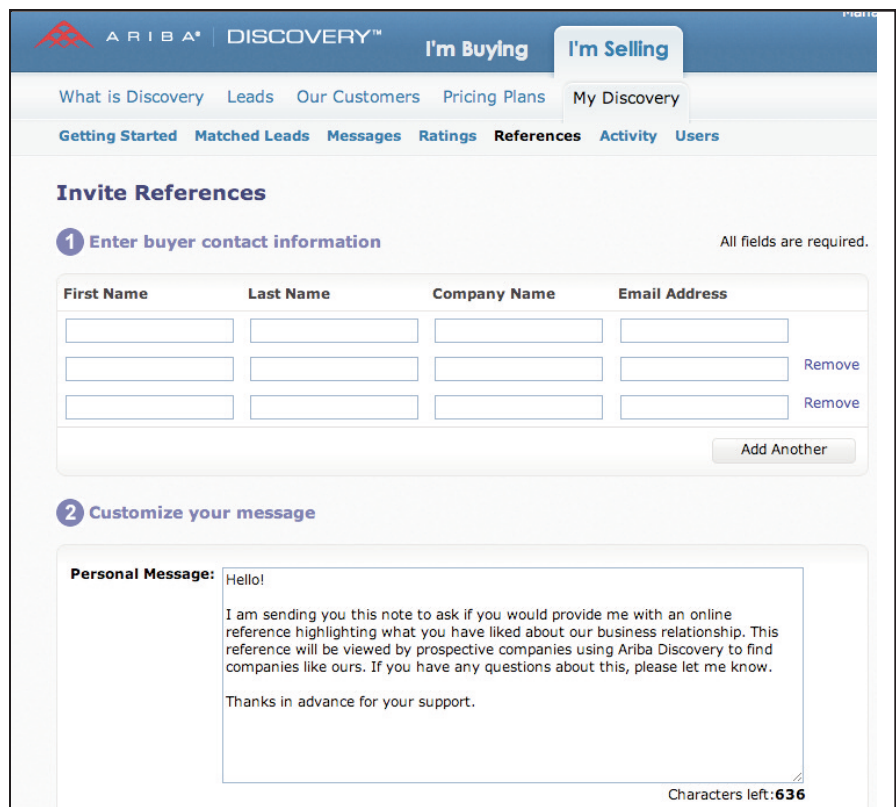
**3** Ariba provides buyer information to the matched sellers via email. Ariba Discovery Advantage program members may be contacted directly by buyers. Sellers can also view matches at [discovery.ariba.com](http://discovery.ariba.com).

**4** Matched buyers and sellers communicate via secure messaging and web meetings—and quite often the end result is a business match made in heaven.

## 4. Build credibility with online references.

You can better promote your business and increase your credibility with buyers by proactively managing the References section of your profile.

- Invite buyers with whom you’ve done business to become references. These references are placed on your profile for other buyers to see.
- Set a personal goal to increase your number of references—and in turn grow your company’s credibility and bottom line.
- Keep your references up-to-date since the “Last Updated” date appears on the screen and you want your information to be current.



**Invite References**

**1 Enter buyer contact information** All fields are required.

First Name	Last Name	Company Name	Email Address	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Remove
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Remove

**2 Customize your message**

**Personal Message:** Hello!

I am sending you this note to ask if you would provide me with an online reference highlighting what you have liked about our business relationship. This reference will be viewed by prospective companies using Ariba Discovery to find companies like ours. If you have any questions about this, please let me know.

Thanks in advance for your support.

Characters left: **636**

*Build credibility with online references.*

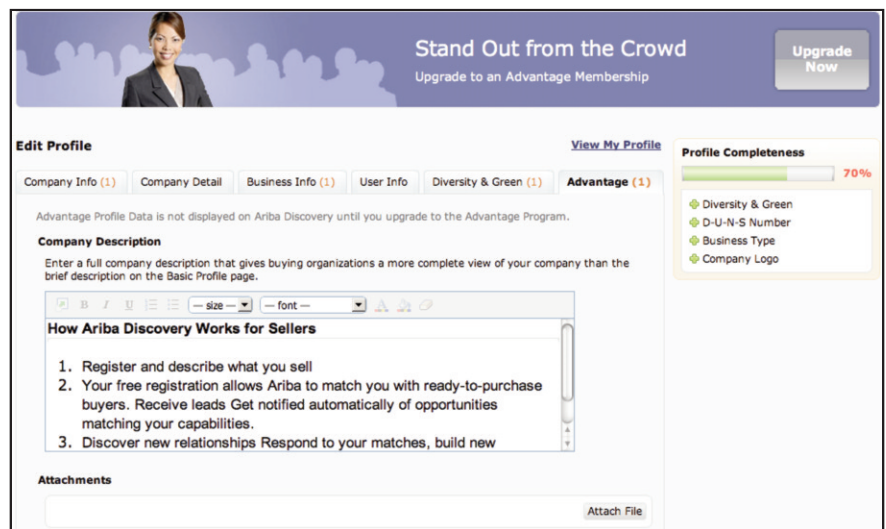
## Update Your Profile Today

Take a few minutes to update your Ariba Discovery profile today—and start taking advantage of the many business opportunities this program has to offer.

## 5. Build your brand.

By enhancing and keeping your profile up-to-date, you can build your company's brand and reputation and provide buyers with access to more information that leads to more business. Upgrading to Ariba Discovery Advantage enables you to:

- Position your company at the top of search results, since Advantage members receive preferential ranking.
- Access activity reports listing the names of the last 10 companies that viewed your profile.
- Include a more in-depth company description in your profile to better promote your business.
- Add attachments, URLs, and other marketing resources you would like to share with buyers—including custom descriptions with each link.
- Upload your company logo for greater brand recognition.



*Build your brand.*