



AribaConnection Solutions for Sellers

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/

Connecting Sellers with Buyers for Better Commerce

Savvy sellers recognize the value of actively transacting over the Ariba Network, including business growth, better retention rates and higher customer satisfaction. Once you start realizing these benefits, the question is: how can you quickly get more electronic relationships and grow the business commerce sales channel?

AribaConnection Solutions can help you answer these questions and grow your sales revenue and margin. We help you discover all of your existing customers using the Ariba Network so you can collaborate electronically, as well as increase your exposure with other Ariba Global 2000 buyers actively seeking new trading partners. By connecting like-minded buyers and sellers, we help everyone bring offline business online and realize the full value of the Ariba Network.

Get the Most of Your Ariba Investment

We recognize that sellers want to maximize their e-commerce investment by growing the sales channel. Increase your return on investment by leveraging AribaConnection Solutions to help bring more customers onto the Ariba Network, increase revenues through existing relationships, and win new business.

Our team of connectors proactively works with you to identify and prioritize the best collaboration opportunities for your business. We'll help you secure quick wins, as well as provide ongoing resources, best practices, expert insight, and support to:

- Boost revenue from businesses you are already connected with
- Promote your capabilities as a business commerce savvy seller and find new customers
- Increase your customer satisfaction and retention rates
- Consolidate spend through fewer channels to increase productivity

Solutions Designed with You in Mind

AribaConnection Solutions offer you four areas of opportunity:

- **Volume Acceleration Solutions:** Capture all of the business you are entitled to as a preferred supplier for your customers on the Ariba Network. These solutions help you maximize the transacting relationships you are already handling through the Ariba Network and consolidate your sales channels to increase efficiency and productivity.
- **Transaction Jump-Start Solutions:** Capture lost potential revenue from buyers that you are already connected to through the Ariba Network, but haven't begun transacting with electronically. We'll help you activate these stalled relationships quickly for a win-win proposition.
- **MatchMaking Solutions:** Discover which of your current customers are on the Ariba Network, but not yet connected with you for electronic business commerce. We'll personally match you with optimal trading partners. You simply provide your customer and trading partner data, and we cross-reference it with our data on buyers on the Ariba Network to develop a comprehensive Connection action plan.
- **Prospective Partner Engagement Solutions:** Ariba will support you in creating and promoting your seller profile to help you find net-new customers. We provide well-matched buyers and sellers with opportunities to engage, including events such as Ariba LIVE, best practice workshops, and one-on-one meetings. And for Ariba Ready™ suppliers, we will help you craft a winning message through an integrated marketing campaign specifically aimed at driving new business.

Get Started Today

If you have a registered ANID and want to start using AribaConnection Solutions today, send an email indicating your interest to AribaConnection@ariba.com. One of our Network connectors will engage with you directly to create your profile and get you started.

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