



Ariba Supplier Network

Ariba® Express Content Program for Goods and Services

Gain exposure to new Ariba customers

Grow wallet share with current customers

Make it easier to do business with you



You've likely invested heavily in your eProcurement and B2B channel over the past few years and want to maximize returns on this investment. How would it help if you could better position your company to access the newest buyers in the eProcurement market?

Targeting these buyers, especially mid-market companies with revenues between US \$300 million to US \$5 billion can be difficult. They face many challenges and barriers as they embark on their spend management journeys, particularly in the areas of supplier enablement and catalog management. For example, buyers often aren't sure which suppliers to implement electronic catalogs with, and because they have limited resources to manage catalog content, they have to choose carefully. For many, the priority is finding suppliers that can easily plug into their Ariba system and support their eProcurement initiatives – even if that means finding new suppliers.

The Ariba Express Content Program helps you remove these barriers and drive rapid ROI for your customers' eProcurement programs – which ultimately positions your company as a supplier of choice. Express Content enables you to leverage your investment in catalog content by providing buyers with "ready-to-use" content for commonly used goods and services. By participating in Ariba's Express Content Program, you can:

Did You Know:

- Buyers typically spend US \$3.2 million annually with Express Content suppliers.
- Express Content suppliers typically realize 67% ROI within months.
- Large and small-to-midsize suppliers have realized between 20% and 800% ROI with Express Content.
- Express Content benefits suppliers across industries, including industrial goods, information services, office supplies, electronics, and computing equipment.
- Each year, buyers typically issue 44,000 POs through the Express Content Program.

- Enable buyers to easily find and compare your company against their current supply base.
- Significantly lower the cost of entry to conduct catalog-driven business with you through the Ariba Supplier Network.
- Make it easier for buyers to expand the types of catalog content they can make available to support their eProcurement initiatives.
- Boost revenues for your business.

“Express Content is an intuitive and unique offering that allows a supplier such as Newark to extend their product offering to a range of new markets and direct customers. The program jointly allows both buyers and suppliers to reduce their enablement costs and delivery time and quickly focus on the benefits of spend management.”

– Dianne Kibbey
Global Head of Portals and eProcurement
Newark Electronics

Ariba Express Content: An Investment in Growing Your Business

The Ariba Express Content Program helps you eliminate a key barrier to higher sales and customer access: the buyer’s cost of accessing your catalog content electronically. As an Ariba-validated Express Content supplier, you make the investment to provide buyers with free, “ready-to-use” catalog content that’s tested, validated, and ready to be loaded into their preferred Ariba catalog type, such as CIF, PunchOut, or Level II PunchOut.

By providing customers with fast access to free catalog content, it’s much easier for them to find your products and services and place orders – especially when it’s available through a PunchOut catalog. Because customers incur no setup costs to access your content, they have a big incentive to do business with your company.

Increased Order Accuracy

When customers order from electronic catalogs, suppliers on the Ariba Supplier Network benefit by receiving more accurate orders. For example:

- Fastenal, a major industrial supplier, increased the accuracy of its customers’ orders by 83% when it migrated them from paper catalogs to PunchOut.
- XPEDX, an international paper company, increased its order accuracy from 94% to 99% through the use of electronic orders.

By making it easier for customers to access your electronic catalogs, Ariba Express Content enables you to increase the number of accurate orders you receive, which in turn minimizes errors and reduces your costs.

Proven Results

Suppliers participating in the Express Content Program are realizing new business and achieving positive return on investment. As of July 2009, over 24 thousand purchase orders and US \$1.9 million in sales volume have been generated as a result of the Express Content Program.



The Benefits of Participation

As a pre-enabled Express Content supplier, you can quickly grow your B2B e-Commerce business by:

- Gaining exposure with new Ariba customers – especially midmarket companies that are actively seeking new sources of supply but don’t have budget to pay for electronic catalog content.
- Motivating existing customers to consolidate spend with you, which increases your market share.
- Making it easier for buyers to source lower-volume categories of goods and services electronically.
- Enabling customers to access your existing contract with them for all eProcurement purchases.
- Increasing online volumes by advising customers to use flexible catalog options (such as Ariba’s Punch Out™ technology) that drive higher user adoption, click-throughs, and additional orders.
- Retaining control over the presentation of content and pricing for each customer.
- Increasing the number of orders placed electronically, which enables you to process more orders automatically and benefit from fewer errors and lower costs.
- Gaining credibility around your overall eCommerce capabilities as an Ariba Ready validated supplier for Express Content.

Determining Eligibility

To participate in the Express Content Program, you must meet certain requirements, including:

- Development of a sample catalog and marketing material to be made available to buyers using Express Content.
- An Ariba-Ready designation for one of the following catalog types: CIF, PunchOut, or Level II PunchOut.

“The Express Content Program is a no-brainer. I will get broad content across spend categories rapidly and at no charge. My users will be able to find everything they need from the start and use the system more.”

– Procurement Director
Ariba Procure-to-Pay Client in
Manufacturing Industry

Apply now for the Ariba® Express Content Program at supplierprograms@ariba.com.

Program Highlights

- Pre-enabled content and buyer notification.
- Pre-loaded catalog content for preview by participating buyers.
- Ariba notification to supplier about pre-existing and new participating buyers.
- Supplier control over customer-specific pricing and content personalization.
- Proactive presentation of Express Content-enabled suppliers to buyers.
- Buyer access to entire supplier pre-enabled catalog in Ariba Procurement Solutions.
- Freedom to negotiate the best, mutually agreed-to pricing terms between buyers and suppliers.

Preferred Supplier Enablement

- Recommendation to new buyers to implement Express Content-enabled suppliers first.
- Ariba facilitation of buyer-supplier contacts and negotiations to ensure catalog options and prices are defined and agreed to up front.
- Recommended Ariba best practices shared with both parties to facilitate fast and mutually successful enablement.



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Sales and Marketing

- Supplier name and/or logo in relevant Ariba Procurement Solutions sales presentations, sales demonstrations, and webinars.
- Supplier demo catalog link in the Ariba Ready Supplier Pavilion.
- Supplier "Spotlight" case study promoted on Ariba.com.
- Supplier name listed on Ariba.com as "Express Content ready".
- Express Content designation added to supplier's Ariba Ready logo.
- Active promotion of suppliers to new Ariba customers.
- Supplier input into marketing programs.

Supplier Products and Services Supported by Ariba Express Content

If your company supplies one or more of the following types of indirect goods and services, then this program is for you:

- Industrial Supplies and MRO
- Life Sciences and Chemicals
- Office Equipment
- Electrical/Electronics
- Custom Office Products
- Knowledge Products and Services
- Pharmaceutical Products and Equipment
- Print Products and Services
- Computer Hardware/Networking
- Software
- Office Supplies
- Paper Goods & Packaging
- Travel and Hotels
- Promotional Goods (Apparel, Luggage, Personal Care)
- Facilities and Material Handling Services
- Health Care Services
- Transportation, Storage, Mail Services
- Temporary Workforce
- Consulting
- Professional Services
- IT Outsourcing
- Print Services
- Marketing Services