

# Global Network Fuels New Business While Saving 10 Percent in Marketing Expenses

Challenges	Solutions	Results
<ul style="list-style-type: none"><li>• Generating leads with Fortune 1000 companies</li><li>• Costly and time-consuming traditional lead generation methods<ul style="list-style-type: none"><li>• Low response rate using direct mail, email, and telemarketing</li><li>• Mid-range company with finite resources</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Deployed Ariba technology for more-effective lead generation<ul style="list-style-type: none"><li>• Set-up time &lt;10 minutes</li><li>• Immediate access to numerous potential customers</li></ul></li><li>• Quickly identified new opportunities<ul style="list-style-type: none"><li>• Automatic notification of relevant high-quality RFPs</li><li>• Exposure to previously un-accessed market niches</li></ul></li><li>• Used "Advantage Profile" to differentiate against other suppliers<ul style="list-style-type: none"><li>• Preferential search placement and expanded profile listing</li></ul></li></ul>	<ul style="list-style-type: none"><li>• \$50K savings in labor, travel, and marketing expense (10 percent of overall budget)</li></ul>

Company  
Support Services of America (SSA)

Profile  
Large facilities maintenance corporation

Ariba Commerce Cloud Features  
Ariba business discovery  
Ariba Network for business collaboration

**“As a mid-range company with finite resources, it’s difficult to get our arms around a national audience and canvas Fortune 1000 companies. Ariba Discovery maximizes our resources. SSA anticipates that in two years we could bid on several times the amount of business we do today utilizing Ariba.”** Greg Bosserman  
Vice President, Business/Program Development, SSA

