

Safe-Strap Company, Inc.

Supplier Spotlight



Creating sales opportunities without increasing marketing costs.

SSC

Customer Profile

Founded in 1983, Safe-Strap has revolutionized shopping for consumers and dramatically improved operations for retailers. The company's full line of shoppers' safety and convenience products enrich the experience while the operations products keep employees safe and productive. Customers include retail stores, grocery stores, distributors, and restaurants.

The Challenge

Safe-Strap was looking to reach new markets and increase the visibility of its expanding product line—while better leveraging their marketing resources and dollars. Traditional tools such as direct mail, advertising, and trade shows were costly and did not ensure sales growth. Web-based marketing seemed promising, but the company was unsure where to expand its online efforts to target buyers.

While working to address these challenges, a Safe-Strap customer with a chain of retail stores requested that the company start using the Ariba® Supplier Network™ to enable its retail buyers around the country to efficiently order a customized version of the Safe-Strap Diaper-Depot™, a baby changing station. Safe-Strap complied with the request and the new ordering process led to increased orders, improved order accuracy and reduced processing costs.

The Solution

Based on this positive experience with Ariba, Safe-Strap researched how Ariba Discovery could replace or complement their traditional marketing and lead generation activities—and more effectively reach potential buyers.

In less than 10 minutes, Safe-Strap was able to set up a profile on Ariba Discovery, and immediately gained access to Global 2000 buyers. One of those buyers was a national retail chain that had posted an RFP for a specialty shopping cart—a product that Safe-Strap could provide. The timeframe for delivery was tight, but Safe-Strap responded to the RFP, won the contract, and was able to meet the delivery deadline.

The Safe-Strap marketing team frequently checks Ariba Discovery to review and respond to RFPs and search for companies looking to purchase across product category, industry, and geography.

Adding Up the Benefits

Using Ariba Discovery for only a short time, Safe-Strap was able to win a large contract and also identify new sales opportunities. The company plans to use the Advantage Profile to get an expanded profile and preferential search placement so that buyers can more quickly identify Safe-Strap as a qualified supplier in several product categories.

With Ariba Discovery, Safe-Strap has reduced resources and expenditures for trade shows, direct mail, advertising, and other traditional marketing efforts—while building relationships with a community of leading organizations who are ready to buy.



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