



Gold Membership Ariba Supplier Sales and Marketing Programs

Benefits

- Extend your investments in online commerce
- Strengthen relationships with existing customers
- Maximize exposure to the Ariba Global 2000 customer base
- Gain exclusive access to decision makers
- Gain third-party validation of your online commerce capabilities
- Increase product and services visibility

Maximize Visibility and Networking

When you join the Ariba® Network, you can conduct business with your customers in a more cost-effective, collaborative way that benefits everyone. But did you know that you can also use it to get exposure to more buyers, find new customers, and grow your business? Ariba Supplier Sales and Marketing Programs prepackage networking, marketing, and consulting expertise to help grow your business faster and more efficiently. These resources will help you:

- Target your marketing efforts to tens of thousands of procurement, sourcing, and invoicing executives in the Ariba Global 2000 customer base
- Gain exclusive access to and networking opportunities with high-level decision makers
- Increase product and services visibility and drive more volume through online commerce
- Gain third-party validation of your online commerce capabilities from Ariba, the leading provider of collaborative business commerce solutions

Gold Membership: For Experienced Ariba Suppliers Ready to Grow the B2B eCommerce Channel

If you've been transacting on the Ariba Network with multiple customers or already have a thriving online business and want to use the Ariba Network as a new sales channel, the Ariba Ready™ Gold program (Ariba Ready Gold) may be the right level for you. This comprehensive program level offers just the right combination of networking, marketing, and consulting expertise to help you use Ariba to expand your business commerce strategically, affordably, and with less effort.



"The first question prospects ask is if we support any eProcurement platform, and it really helps our credibility that we can say yes, we support the Ariba platform, and we're Ariba Ready. That makes them look at us seriously, so we get to the next round on the RFP."

- Eva Dinion, COO, American Product Distributors

Networking Opportunities

One of the fastest and easiest ways to maximize visibility and grow your business is to find out which of your customers is already using Ariba to connect with suppliers electronically. As an Ariba Ready Gold supplier, you receive five hours of buyer relationship-matching services, where we'll compare customer lists, facilitate introductions with procurement executives at your current customers who use Ariba, and share best practices to encourage them to adopt online commerce with you. You also receive:

- Full membership in the Ariba Supplier User Community, giving you opportunities to network and share best practices
- A one-time invitation to participate on the Ariba Supplier Steering Committee, which offers exclusive opportunities to influence the development of Ariba solutions
- Discounted booth and complimentary passes for the Ariba LIVE™ conference (Ariba LIVE), the must-attend business commerce conference that draws more than 1,200 attendees each year – 50 percent of which are at the director level or above in active buying cycles

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/

Marketing Opportunities

Are you ready to gain exposure with the right prospects, find new customers, and sell deeper into existing ones? We'll help you engage in targeted marketing efforts directed at more than 35,000 procurement executives within companies already using Ariba to purchase goods and services. You can't get this targeted level of access anywhere else.

Ariba Ready Gold membership includes Ariba® Express Content (Express Content), which maximizes visibility of your products and services and positions you as a supplier of choice. With Express Content, you provide prospects with free, "ready-to-use" catalog content, which facilitates easy access to more eProcurement adopters and helps you add new customers and strengthen existing relationships.

To help you differentiate your business on the basis of your online commerce capabilities, you also receive three prepaid preferred supplier designations, such as the Ariba Ready PunchOut™ and Ariba Invoice Management™ solution (Ariba Invoice Management) designations, which provide third-party validation of your online commerce capabilities. Once you qualify in an area, you can promote your Ariba Ready status on www.ariba.com (and within your own marketing literature) to showcase your technical sophistication and ability to quickly support customers' online commerce initiatives.

Participation at the Ariba Ready Gold level includes additional marketing opportunities, such as:

- Promotion of your company on www.ariba.com as an Ariba Ready Gold supplier
- Publication of a best practices feature article about your company on www.ariba.com

Ariba's Supplier Sales and Marketing Programs Help You Through Each Step of the eCommerce Journey

	Strategize	Implement	Test and Validate	Expand Reach	Market
Supplier Consulting	■	■	■		
Preferred Supplier Designations			■	■	■
Sponsorship and Advertising				■	■
Network Opportunities				■	■
Buyer Relationship Matching	■		■	■	■
Ariba Express Content				■	■

Consulting Expertise Opportunities

As an Ariba Ready Gold supplier, you receive up to 40 hours of strategic and technical consulting expertise to help you grow your online commerce business. We provide technical and business consulting for optimizing customer experiences and deploying Ariba PunchOut catalogs and business-to-business integration. You also benefit from annual business reviews with the Ariba dedicated inside account management team to help grow your business.

For More Information

Explore the options available through the Ariba Supplier Sales and Marketing Programs and choose the level that best meets your organization's needs. Multi-year agreements and upgrades are also available. For more information, please visit www.ariba.com or contact your Ariba sales representative at 1-866-583-5988.

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