



Ariba Ready™ Sales and Marketing Programs

Benefits

- Harness the eCommerce channel to drive 30+ percent revenue growth
- Leverage Ariba's marketing machine to capitalize on social media, traditional marketing, and joint media opportunities
- Differentiate your company by demonstrating superior business commerce capabilities
- Maximize your exposure to the Fortune 500 buyers most interested in your eCommerce capabilities
- Gain exclusive access to decision makers
- Strengthen your credibility as a business commerce expert through third-party validation of your knowledge and skills

The Fastest Way to Maximize Exposure and Fuel Business Growth

Build Awareness and Drive New Business Opportunities

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 gain exposure to more buyers, find new customers, and grow your business?

Ariba Ready™ Sales and Marketing Programs prepackage networking, marketing, and consulting expertise to help you grow your online commerce business faster and more efficiently. Choose from three different levels that have been carefully designed to meet the needs of organizations at each step in their online commerce journeys:

- **Silver** – if you are new to the Ariba Network or simply want to explore it as a channel for new business
- **Gold** – 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
- **Platinum** – if you're already using the Ariba Network strategically and servicing a substantial number of customers through it

The right level for your business depends on:

- Your experience with and current investment in online commerce
- Your need for technical and strategic support
- Your volume of business on the Ariba Network
- Your vision and long-term strategy for growing your business through online channels

"Being an Ariba Ready seller has given us valuable additional marketing opportunities. Ariba has done a good job of promoting our services and branding us, and we've gained a lot of awareness and averaged about a 30 percent growth rate over the last eight years as a result."

– Chip Graham, Marketing Director, EBSCO Information Services

Silver: Giving You the Resources to Accelerate Business Growth

If you're new to the Ariba Network or just use it to conduct business with a few customers, the Ariba Ready Silver program (Ariba Ready Silver) can help you deepen your participation in the Ariba Network and realize greater value. You get access through your Ariba inside account manager to AribaConnection Solutions (ACS), helping you find and connect with all of your existing customers on the Ariba Network so you can drive more revenue through it. Marketing opportunities include a case study about your use of Ariba solutions in *Supply Lines*, our quarterly newsletter sent to more than 500,000 sellers. This level gives you 10 hours of consulting services to help you develop an online commerce strategy or build an Ariba PunchOut™ catalog. It also includes two prepaid preferred seller designations to showcase your online commerce capabilities.

Gold: For Experienced Ariba Sellers Ready to Expand Their Business

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) is for you. You get direct access via an ACS consultant to AribaConnection Solutions, including cross-referencing of your customer list with the Ariba buyer list so you can drive more revenue through the Ariba Network. This level also includes Ariba® Express Content (Express Content), which enables you to provide new prospects with free, "ready-to-use" catalog content. In addition, you receive 40 hours of technical and strategic consulting services, three prepaid preferred seller designations, and multiple marketing and networking opportunities. For example, you get full membership in the Ariba Seller User Community and an opportunity to meet with the Ariba Seller Steering Committee, where you can network with senior executives.

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/

Platinum: For Large Companies Using the Ariba Network as a Strategic Channel

The Ariba Ready Platinum program (Ariba Ready Platinum) is designed for an elite group of sellers already using the Ariba Network strategically and servicing a substantial number of customers through it. Access to 80 hours of consulting services and dedicated account management helps you optimize your online programs and grow your business. You become a strategic partner to Ariba and benefit from networking opportunities and preferred enablement treatment. Unlimited use of AribaConnection Solutions via an ACS consultant gives you customized support to transact more business over the Ariba Network, connect with specific buyers on invitation-only webinars and calls, and maximize your Ariba ROI.

You also receive a test license for the Ariba Buyer™ solution (Ariba Buyer) so you can experiment and optimize customers' experiences when they procure your goods and services. You obtain full membership in both the Ariba Seller User Community and Ariba Seller Steering Committee, so you can not only influence product development but network with key procurement, finance, and sourcing executives in Ariba's extensive Global 2000 customer base. And finally, through seller benchmarking services, you'll gain insight into key metrics, such as invoice cost savings and what percent of local offices still handle procurement manually.

Ariba Ready Sales and Marketing Program Packages

Grow Your Business with Ariba	Maximize Visibility and Networking	Become a Strategic Partner
		
Marketing		
2 Preferred Seller Designations	3 Preferred Seller Designations	Unlimited Preferred Seller Designations
Sponsorship and Advertising Opportunities	Extended Sponsorship and Advertising Opportunities	Platinum Sponsorship and Advertising Opportunities
	Express Content	Express Content
Networking		
Access to AribaConnection Solutions via Inside Account Manager	Direct Access to AribaConnection Solutions via ACS Consultant	Unlimited Direct Access to AribaConnection Solutions via ACS Consultant
	Seller Forum Participation	Buyer and Seller Forum Participation
Expertise		
10 Consulting Hours	40 Consulting Hours	80 Consulting Hours
Annual Business Review with Dedicated Account Manager	Biannual Business Reviews with Dedicated Account Manager	Regular Business Reviews with Strategic Account Manager

Ariba Ready Sales and Marketing Programs Help You Through Each Step of the eCommerce Journey

	Strategize	Implement	Test and Validate	Expand Reach	Market
Seller Consulting	■	■	■		
Preferred Seller Designations			■	■	■
Sponsorship and Advertising				■	■
Network Opportunities				■	■
AribaConnection Solutions	■		■	■	■
Express Content				■	■

For More Information

To learn more, please email programs_info@ariba.com.

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