

CONTRACT

The Ariba Contract Management™ Solution for Sales Contracts



Achieving faster sales cycles by maximizing revenues and profitability while minimizing the risk inherent in doing business with third parties are the objectives of virtually every commercial organization. Yet, while the contract represents every aspect of the business relationship, many organizations have failed to optimize their contracting processes—resulting in sales cycle delays that have a negative effect on the company top line.

Consider the following commercial challenges:

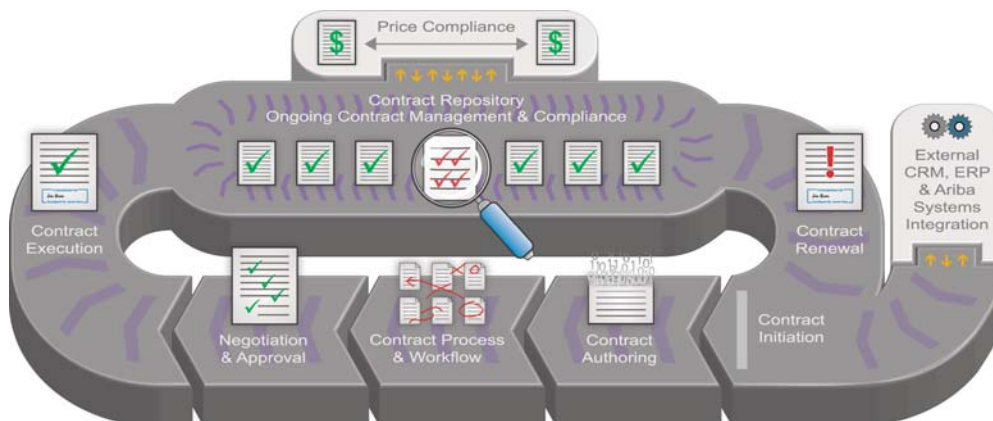
- Month and quarter-end crunch times resulting in bottlenecks competing for scarce legal resources
- Long sales cycles resulting in a marked decrease in realized revenues or, worse, lost deals
- Difficulty identifying which contracts are up for renewal and at what time
- Delays in contract creation and negotiation awaiting one-off legal approvals
- Sales operations' lack of visibility into deal status
- Disparate CRM and ERP systems complicating ease of doing business

Effective contract management offers an unrivaled opportunity in managing sales contracts. If you and your organization are currently experiencing these challenges, contract management automation can help. Automating contracting processes allows you to negotiate deals faster while making it easier to work more collaboratively with prospective customers as well as internal groups such as legal and finance.

BENEFITS

- Enterprise-wide management of all sales contract functions resulting in faster sales cycles
- On-demand delivery with faster time to value and lower total cost of ownership
- Improved negotiation effectiveness
- Identified revenue opportunities and prevented revenue leakage
- Standardized contract processes and approvals
- More effective use of limited legal resources
- Reduced operating and regulatory risk
- Increased revenue through optimized value with customers through improved renewals, up-sell and cross-sell opportunities
- Centralized contract repository
- Elimination of maverick and redundant contracts
- Avoidance of missed deliverables and milestones
- Improved contract fulfillment resulting in more satisfied customers

WHY ARIBA CONTRACT MANAGEMENT



Ariba Contract Management is a comprehensive solution—including implementation and change management services as well as the incorporation of industry best practices—that enables organizations to close deals faster through business process improvement and automation. By streamlining the contract management lifecycle—from contract request to proposal to payment and lifecycle management—Ariba Contract Management expedites sales cycles, improves renewal management and assures that contractual obligations and key milestones are achieved.

Ariba Contract Management serves as the strategic link between the legal, finance, sales, and fulfillment organizations, and can be integrated with sales management and operational systems to assure performance management objectives. Where necessary, the solution can be integrated with your CRM and/or ERP tools to improve the management of your pipeline activity, customer relationship, and financial operations.

The solution is comprised of five components:

- **Contract Visibility/Repository** - the centralized contract repository and rich search capabilities address the needs of sales operations, legal, and corporate governance departments by making regulatory compliance and reporting easier and faster
- **Contract Request and Creation** - an automated process that drives the use of pre-approved contract templates and legal clauses, streamlining contract negotiation and collaboration, and ensuring process standardization
- **Contract Performance Management** - the ability to effectively manage the organization's sales throughput and liability by winning more deals, increasing renewal rates, and better pursuing cross-sell and up-sell opportunities through standardized processes, alerts and reports
- **Electronic Contract Execution** - often overlooked in contract management automation, electronic signatures bridge the automation gap that exists where wet signatures on paper are the norm. Ariba has partnered with DocuSign®, the leader in electronic contract execution, to deliver a fully automated and paperless contract lifecycle
- **Contract Management Services** - implementation, training, clause management, best practices, and contract portfolio risk assessments to maximize solution benefits while assuring that project goals and ROI are effectively met

FEATURES

- Collaborative contract request, creation and authoring
- Clause and template libraries
- Two-way Microsoft Word integration with independent track changes capabilities
- Contract document management
- Third party integration with CRM/Salesforce and ERP systems
- Repository search and reporting
- Expiration and milestone alerts
- Auditable contract process management and workflow
- Configurable, structured document forms for improved tracking, reporting and storage
- Optional third party access
- Contract hierarchies and parentage
- Electronic signature capabilities with PDF generation via seamless Ariba/DocuSign integrated solution
- Highly configurable based on your specific business requirements
- Deployment process best practices
- Product support
- Training

Given the ever-increasing risk of doing business in an unstable economy, the time for contract management automation is now. And the right tools and expertise are critical for success. Whether you are interested in establishing a repository, introducing contract authoring, or realizing negotiated savings with contract compliance, Ariba can help. Contact Ariba today to learn more.

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