

# Achieving Qualified Leads and Increasing Revenue Potential

Challenges	Solutions	Results
<ul style="list-style-type: none"><li>• Seven-person company experienced challenges with growth</li><li>• Manual paper catalog was cumbersome, time-consuming, and provided less insight—with clients requesting a quotation and waiting to receive the quote</li><li>• Wasted a significant amount of time and money visiting companies that were not qualified leads</li></ul>	<ul style="list-style-type: none"><li>• Implemented an online catalog and revamped website to sell online</li><li>• Now possess the ability to network with a broader range of clients</li><li>• Receiving orders through the Quadrem Network allows the Ambatha team to change the orders, delivery, and quantities as needed</li><li>• Clients are able to go into the catalog online, see their stock, choose branding options, see prices, and send an order to them</li></ul>	<ul style="list-style-type: none"><li>• In just two weeks' time of using the Quadrem Network supplier database, the company received more than six qualified sales leads</li><li>• No longer need to run around knocking on doors—today, they go to places where they know for certain there is a need</li><li>• Tremendous payback from implementing the online catalog</li><li>• The team believes it can increase its revenues up to 50 percent due to the prioritization abilities that the Quadrem Network enables</li></ul>

Company  
Ambatha Clothing Co.

Profile  
Seller of promotional clothing and items to blue chip mining companies

Ariba Commerce Cloud Features

- The Quadrem Network

**“We’ve started to use the Quadrem Network and we’re getting leads for sales not only from the mines, but the whole of South Africa. That is helping us a lot.”** James Seodigeng, Co-owner and Director, Ambatha Clothing

**“We can grow our business significantly through the Quadrem Network because if we go to a client and they have a need that we can fill, they will give us an ear.”** James Seodigeng, Co-owner and Director, Ambatha Clothing

