

Driving Rapid Top-line Growth through Ariba PunchOut and Online Marketing



Challenges

- When a large customer wanted to transact with B&H over the Ariba® Network, visionary B&H executives saw the value of e-procurement as a way to drive top-line growth while cutting costs
- Customer's annually updated, 500-item CIF catalog had rapidly obsolete, too-high prices and prevented users from seeing the full range of available B&H products, limiting account growth
- Lack of e-procurement integration across other accounts resulted in high levels of off-contract purchasing, causing errors and compliance issues

Solutions

- Created internal marketing team to actively promote use of the Ariba Network
- Replaced large customer's CIF catalog with a 40,000-item Ariba PunchOut™ catalog updated monthly
- Implemented Ariba PunchOut catalogs in other accounts to provide seamless integration with customers' e-procurement solutions, increasing product visibility and creating upselling and cross-selling opportunities
- Joined the Ariba Ready™ Platinum program and started using online marketing tools to touch more stakeholders and sell more products
- Began using the Ariba Discovery™ service to further expand market presence and drive greater value from the online channel

Results

- Large customer's Ariba PunchOut catalog now has 200,000+ items and is updated every 20 seconds; constantly refreshed product and price information has driven 300 percent sales growth in three years and saved the customer hundreds of thousands of dollars
- Won over \$100,000 worth of new business through Ariba Discovery while expanding access to previously unavailable accounts
- Ability to showcase broader range of products through Ariba PunchOut catalogs has boosted sales without raising headcount
- Online capabilities have shortened sales cycle times by 75 percent, accelerated payment cycle times by 20 to 30 days, and saved 80 percent of one FTE
- Ariba Network customers have reduced maverick spend and improved contract compliance

Profile

B&H Photo, Video, & Pro Audio, the world's leading retailer of imaging products, has served professionals and consumers through its New York City retail store and direct delivery internationally for more than 30 years. B&H staff members focus on providing exceptional service and support before, during, and after the sale to drive long-term customer satisfaction.

Ariba Commerce Cloud Features

- Ariba Network
- Ariba PunchOut
- Ariba Discovery
- Ariba online catalog solutions
- cXML for automation
- Ariba Ready Platinum program



“We used Ariba business commerce to become proactive rather than reactive in our marketing approach and showcase our entire spectrum of products and services across more accounts. Replacing one customer's CIF catalog with Ariba PunchOut helped us increase sales by 300 percent in three years while saving the customer hundreds of thousands of dollars—a true win-win.”

Barry Eisenberg, Business Contract Manager, B&H Photo, Video, & Pro Audio

