

Finding New ‘Well-Matched’ Opportunities and Increasing Potential to Win



Challenges

- Targeting new customers
- Informing possible buyers about their extensive product offerings
- Spending time quoting without really understanding the opportunity

Solutions

- Found Ariba Discovery™ through one of their government agency customers who purchases through Ariba
- Created a profile with the appropriate commodity codes
- Receives daily opportunities from companies they wouldn't have found without Ariba Discovery
- Knows that buyers they respond to are intent on buying

Results

- Won \$15,000 sale and the potential for repeat business from a company that found them through Ariba Discovery
- Spends less time on higher potential opportunities
- Has secured several smaller orders from new clients

Profile

Provides electrical supplies to a broad range of customers from residential contractors to federal agencies

Ariba Commerce Cloud Features

- Ariba® Network
- Ariba Discovery

“Ariba Discovery has opened a window to do business with companies we weren't aware of before.”

TJ, Sales Specialist, CED