

32 Percent Revenue Increase from Advanced Catalog Capabilities



Challenges	Solutions	Results	Profile
<ul style="list-style-type: none"> • Customers use various methods to place orders • Improving invoice accuracy • Identifying new prospects • Rapid rate of change in mobile phone industry makes keeping up with products and compatibilities difficult 	<ul style="list-style-type: none"> • Deployed Ariba PunchOut™ technology to optimize electronic purchasing through CAFL website <ul style="list-style-type: none"> • Online catalog integration between CAFL and customers • Up-to-the-minute alerts and hyperlinks with detailed specifications • Automatic updates eliminate need to match catalog and website content • Joined Ariba® Express Content program to offer free, “ready-to-use” catalog content to prospects utilizing Ariba® Procurement Solutions • Obtained Ariba Ready™ Silver designation, validating CAFL’s electronic commerce capabilities <ul style="list-style-type: none"> • New customer implementations in minutes 	<ul style="list-style-type: none"> • 32 percent increase in revenue from existing customers due to ease of use • Customer-wide benefits <ul style="list-style-type: none"> • Easily share negotiated price discounts • Maximize use of approved vendors • Reduced processing expenses • Simplified transactions with minimum phone support <p>“We are excited about the increased exposure to new business through our Express Content catalog available to Ariba clients.” Mitch Langstein, Director of Marketing, CAFL</p>	<p>Profile Cellular Accessories for Less (CAFL) is a Los Angeles-based seller of accessory products for wireless/cellular phones and personal digital assistants (PDAs). With a vast inventory of more than 6,000 products, CAFL leverages its considerable buying power and flexibility to offer customers quality products and value-added services at an exceptional price.</p> <p>Ariba Commerce Cloud Features</p> <ul style="list-style-type: none"> • Ariba® Network • Ariba PunchOut • Ariba Express Content • Ariba Ready program • Ariba online catalog solutions 

