

Leading Information Services Provider Drives 30 Percent Growth and 99 Percent Account Retention



Challenges	Solutions	Results
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- Meeting demands from corporate customers for new ways to procure and manage EBSCO products while cutting costs and gaining greater spend visibility
- Promoting a complex offering—their global title repository of over 300,000 serials listings from more than 81,000 publishers and access to over 50,000 e-journals, 300 research bases, and 300,000 eBooks/audiobooks and additional access to more than 2,000,000 print books
- Staying ahead of competitors as technology revolutionizes the information services industry

- Developed the EBSCO Information MarketPlace®, a web-based order and management service accessible through the Ariba® Network that allows companies to quickly and easily buy from a catalog of millions of publications in various formats
- Comprehensive online catalog leveraging Ariba PunchOut™ technologies for maximum product and services exposure
- Obtained Ariba Ready™ Silver certification to validate EBSCO's collaborative business commerce capabilities
- Leveraged Ariba Sales Acceleration Solutions to find new customers and grow its business

- 30 percent increase in new business
- An industry-leading 99 percent customer retention rate for customers ordering through its Ariba Network channel
- Differentiation from slower-moving competitors by giving customers full visibility into spend, reduced administrative workloads, and better service
- 100 percent increase in electronic ordering
- Reduced paper consumption and carbon footprint
- Received the Ariba 2010 Excellence Award for innovative use of technology to drive effective business commerce and enhance customer service

Profile
 Established in 1944, EBSCO is the world's leading information services provider, offering consultative services and cutting-edge technology that help companies manage and access an extensive array of quality content. Headquartered in Birmingham, Alabama, the company services corporations, libraries and research organizations in more than 200 countries.

- Ariba Commerce Cloud Features**
- Ariba Network
 - Ariba online catalog solutions
 - Ariba PunchOut
 - cXML for automation
 - Ariba Ready Silver program



“The Ariba Network has proven to be an effective source for new sales and customer retention within the corporate market. We have enjoyed a 99 percent retention rate and a 30 percent increase in our eProcurement customer base over the past eight years. With Ariba, we spend less time finding business and more time growing it.” Chip Graham, Marketing Director, EBSCO Information Services

