

# E-business Strengthens Relationships, Expands New Opportunities



## Challenges

- As its customers looked for ways to streamline procurement and payment, and e-business solutions became more prominent, Gexpro sought to develop a comprehensive e-business strategy to service existing customers and reach new buyers
- Needed to deliver the level of customization and management required for each customer implementation

**“Gexpro is more than just another distributor—we want to be a business partner that can increase our customers’ productivity and improve the way we do business together. Our global footprint, technical expertise, and Customer Solutions team are competitive strengths—and the capabilities of the Ariba Network support our customer-focused approach.”**

Jeremy Kren, Manager, Customer Solutions, Gexpro

## Solutions

- Developed a Customer Solutions team dedicated to e-business management and support, which propelled e-business growth and created competitive advantages
- Began transacting on the Ariba® Network in 2006 and today uses Ariba PunchOut™ as well as electronic POs, PO acknowledgments, change orders, advanced ship notices, and invoices to give customers a seamless online transaction process
- E-business portfolio and expertise provide transactional ease, efficiency, accuracy, cost savings, and value to customers
- To promote its e-business capabilities, the company participates in the Ariba LIVE™ conference, posts articles on its website describing the power of the Ariba Network, and uses the Ariba Discovery™ service to proactively reach customers that transact via the Ariba Network

## Results

- The Gexpro e-business strategy has established the company as a business partner—not just a distributor
- Automating the order-to-cash cycle via the Ariba Network has created a more user-friendly experience and led to more business opportunities
- By eliminating manual data entry, Gexpro has reduced order processing errors, lowering transaction costs and decreasing customer inquiries
- Electronic orders and payments are received and processed more quickly
- Can accommodate a range of requirements, including on-site inventory management services and solutions, seamless integration with virtually any e-commerce platform, online ordering and value-added services, and print and electronic catalog solutions
- Working with Ariba supports Gexpro’s customer-focused approach while strengthening competitive advantages

## Profile

Gexpro, part of the Rexel Group, is one of the largest electrical distributors in the United States and internationally. Its customer base consists primarily of electrical contractors and industrial OEMs and MROs. Gexpro has over 150 locations around the globe offering more than 250,000 products from 200-plus manufacturers worldwide—providing customers the electrical supplies they need, when and where they need them.

## Ariba Commerce Cloud Features

- Ariba Discovery
- Ariba Network
- Ariba PunchOut

