

Business Commerce Evolution Yields Multimillion-Dollar Online Orders



| Challenges | Solutions | Results |
|---|---|--|
| <ul style="list-style-type: none"> Proactively addressing customer requirements for advanced business commerce capabilities Helping an expanding global customer base ensure compliance with local tax and regulatory requirements Driving growth while managing operational, sales, and marketing costs | <ul style="list-style-type: none"> Joined the Ariba® Network in 1999 as one of the first software vendors Expanded adoption of e-invoicing to proactively help customers ensure global compliance across multiple divisions Increased use of Ariba PunchOut™ technologies for catalog publication to enable real-time updates and reduce process costs associated with catalog upload and validation Joined the Ariba Ready™ Platinum program to strengthen credibility as a business commerce expert and capitalize on advanced marketing resources Aggressively leveraging Ariba's Integrated Seller Marketing Program and test licenses of Ariba's buy-side software to provide holistic customer experience and drive up sales | <ul style="list-style-type: none"> Began receiving million-dollar orders through the Ariba Network in 2005 Increased customer service levels by providing visibility into compliance with local trade, tax, and regulatory requirements Gained competitive edge via rapid fulfillment of customer onboarding efforts—Insight now enables new Ariba PunchOut requests in just 30 minutes Positioned as a trusted advisor to many buyers on the Ariba Network Driving 70 percent of business commerce sales volume through Ariba with ongoing growth anticipated Achieved major cost savings through business commerce efficiency improvements |

Profile
 Founded in 1988, Insight is a leading global provider of brand-name hardware, software, and services with \$4.8 billion in annual revenue. The company has approximately 4,900 employees serving clients in 190 countries worldwide.

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



“Seventy percent of our B2B customers go through Ariba, so we want to ensure we’re doing all we can for them, which in turn will help us to increase volume and grow revenues in Ariba.” Cara Balint, eCommerce Client Operations Manager, Insight

