

Network + Ecosystem Increase Sales by 20 Percent



Challenges	Solutions	Results
<ul style="list-style-type: none"> Manual, paper-based transactions were inefficient and costly Gaining market share with limited budget No IT resources to develop electronic transaction capabilities 	<ul style="list-style-type: none"> Deployed Ariba technology to enable prospects to buy electronically <ul style="list-style-type: none"> Online catalogs Paperless invoicing, status updates, and automated ship notices Obtained Ariba Ready™ Silver designation to validate MarkMaster's online commerce capabilities Used Ariba® Network to solidify existing relationships and develop new opportunities 	<ul style="list-style-type: none"> 20 percent year-over-year growth without incurring additional cost of sales or order management costs Gained national sales exposure although sales organization regionally focused 65 percent new customer growth directly from Ariba Sales Acceleration Solutions 50 percent increase in product line expansion with current customers 95 percent paperless transactions 2010 Ariba Excellence Award winner

Profile
 MarkMaster is a minority-owned manufacturer of marking and identification products. Founded in 1933, the Tampa-based company provides name badges, nameplates, rubber stamps, signs, banners, and decals to many Fortune 500 companies in banking, insurance, retail, entertainment, and other industries.

- Ariba Commerce Cloud Features**
- Ariba Network
 - Ariba online catalog solutions
 - Ariba Ready program



“Being an online commerce expert has solidified our existing customer relationships, enhanced trust, and opened up many opportunities for new business. As an Ariba Ready Silver member, we have been able to expand our marketing opportunities to include events and exposure opportunities, regularly participate in Ariba LIVE, and last year alone picked up three new high-profile clients that total \$1 million in sales over a 12-month period.” Kevin Govin, CEO, MarkMaster, Inc.

