

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-level certification 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 client growth directly from Ariba Supplier Programs 50 percent increase in product line expansion with current clients 95 percent paperless transactions

Company
MarkMaster, Inc.

Profile
Manufacturer of marking and identification products for Fortune 500 companies

Ariba Commerce Cloud Features
Ariba Network for business collaboration
Ariba online catalog solutions

“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.” Craig Moore, Customer Relations Manager, MarkMaster, Inc.

