

# Expediting Prospecting Through Quick and Easy Access to RFQs



Challenges	Solutions	Results
<ul style="list-style-type: none"><li>• Growing business in a shrinking industry, both in the U.S. and abroad, with limited marketing and IT resources</li><li>• Conducting cost-effective timed marketing and sales outreach while customers have constant need for office supplies</li><li>• Building strong, long-lasting relationships with large companies</li><li>• Presenting a small company as a reliable business partner on par with large companies like OfficeMax, Office Depot, or Staples</li><li>• Accessing opportunities reserved for minority-owned businesses available through buying organizations' procurement policies</li></ul>	<ul style="list-style-type: none"><li>• Started using the Ariba Discovery™ service to increase exposure and access to business opportunities with Global 2000 companies</li><li>• Ariba Discovery provides MarkMaster with a quick and easy way to identify relevant business opportunities</li><li>• Ariba® Network and Ariba Ready™ Silver designation allow MarkMaster to build credibility with prospects by showcasing its order history, established connections, and online commerce capabilities</li><li>• Capitalizing on networking activities at Ariba LIVE™ to maximize visibility to current and potential customers</li><li>• Technical features on Ariba Discovery allow buyers to easily identify MarkMaster as a minority-owned business</li></ul>	<ul style="list-style-type: none"><li>• Ariba Discovery expedites MarkMaster's prospecting by putting its wares in front of customers</li><li>• Reduced RFQ response time to two days by leveraging the ease of use of the Ariba Discovery service</li><li>• Found new customers on Ariba Discovery, increased sales to its existing clients, and created repeat customers without adding much IT or business-process spending</li><li>• Leveraging the Ariba Network and Ariba Discovery, grew sales volume 250 percent over the last 11 years while keeping the number of sales reps constant</li><li>• Was discovered by a large bank that had not considered them before due to the supplier's smaller size; leveraging the Ariba Network allows MarkMaster to service nine of the top 10 banks and eight of the top 10 insurance companies in the U.S.</li></ul>

**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 Discovery
  - Ariba Network
  - Ariba Ready



**“Eighty percent of our orders come to us through Ariba. We grow 10 percent or more per year. We sell to 60 Fortune 500 companies. And almost all of it comes to us through Ariba Discovery. It’s like Yellow Pages on steroids.”**  
Kevin Govin, CEO, MarkMaster

