

Opening Up a Whole New Audience for Print Products and Services



Challenges

- Finding new customers
- Informing potential buyers about their broad range of products and services

Solutions

- Found Ariba Discovery™ through several customers who purchase using Ariba
- Refined profile to be more focused to attract appropriate buyers
- Actively responding to many new opportunities they find through Ariba Discovery
- Planning to expand the use of Ariba Discovery to grow their business

Results

- Being exposed to a whole new audience for their products and services
- Shortlisted for a couple of substantial business opportunities
- Reducing cost of sales by quickly assessing opportunities and responding to companies with budget to buy

Profile

Provides a diverse range of printing services, promotional products, and corporate apparel

Ariba Commerce Cloud Features

- Ariba® Network
- Ariba Discovery

“It’s fantastic – you know exactly what companies are looking to buy, and what their budget is.”

Joe Larson, Sales Manager, Marudas

