

Winning Previously Unknown Business

Safe-Strap Company, Inc.

Challenges

- Reach new markets with limited marketing budget
- High costs associated with direct mail, advertising, and trade shows
- Inconsistent results using legacy marketing methods

Solutions

- Deployed the Ariba Discovery™ service to replace or complement traditional marketing and lead generation activities
 - Set-up time less than 10 minutes
 - Immediate access to Global 2000 buyers
- Uses Ariba® Network for paperless order fulfillment

Results

- Discovered and won a large RFP from a national chain representing previously unknown business
- Paperless transactions led to increased orders, improved order accuracy, and reduced processing costs
- Reduced expenditures for traditional marketing efforts while building relationships with leading buying organizations

Profile

Founded in 1983, Safe-Strap has revolutionized shopping for consumers and dramatically improved operations for retailers. The company's full line of shoppers' safety and convenience products enrich the purchasing experience, while its operations products keep employees safe and productive. Customers include retail stores, grocery stores, distributors, and restaurants.

Ariba Commerce Cloud Features

- Ariba Discovery
- Ariba Network

“Ariba Discovery is changing our business—especially lead generation. We can reduce resources allocated to direct mail, trade shows, advertising, and other traditional marketing methods and better target qualified buyers.”

Paul Giampavolo, President, SSC