

# Global Network Fuels New Business While Saving 10 Percent in Marketing Expenses



Challenges	Solutions	Results
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| <ul style="list-style-type: none"> <li>• Generating leads with Fortune 1000 companies</li> <li>• Costly and time-consuming traditional lead generation methods               <ul style="list-style-type: none"> <li>♦ Low ROI using direct mail, email, and telemarketing</li> <li>♦ Mid-range company with finite resources</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Deployed Ariba Discovery™ service for more effective lead generation               <ul style="list-style-type: none"> <li>♦ Set-up time &lt;10 minutes</li> <li>♦ Immediate access to numerous potential customers</li> </ul> </li> <li>• Quickly identified new opportunities               <ul style="list-style-type: none"> <li>♦ Automatic notification of relevant, high-quality RFPs</li> <li>♦ Exposure to previously un-accessed market niches</li> </ul> </li> <li>• Joined Ariba Discovery Advantage program to differentiate against other suppliers               <ul style="list-style-type: none"> <li>♦ Preferential search placement and expanded profile listing</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Identification of multiple opportunities in large companies that previously would have required much more intensive effort to discover</li> <li>• \$50K savings in labor, travel, and marketing expense (10 percent of overall budget)</li> <li>• Successfully reaching target audiences while spending less in front-end lead generation</li> <li>• Sales teams able to focus on high-value prospects and growing client relationships</li> </ul> |
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## Profile

Support Services of America, Inc. (SSA) is a national facilities maintenance corporation that provides facilities, janitorial, landscapes, and grounds maintenance services in 50 states and Canada. SSA serves Fortune 1000 retailers, healthcare organizations, government agencies, banking and financial businesses, and property management companies.

## Ariba Commerce Cloud Features

- Ariba Discovery
- Ariba® Network

**“As a mid-range company with finite resources, it’s difficult to get our arms around a national audience and canvas Fortune 1000 companies. Ariba Discovery maximizes our resources. SSA anticipates that in two years we could bid on several times the amount of business we do today utilizing Ariba.”** Greg Bosserman, Vice President, Business/Program Development, SSA

