

Ariba Premium Support customers are the most satisfied customers of all Ariba's customer base, according to the Ariba Relationship Survey!

Ariba received the 2008 ACE Award for Achievement in Customer Excellence for the second year in a row.

Customer Quotes:

- *"Premium support is great, it works very well. [Our Customer Manager] is always involved with what is going on, and supports us here at GM very well when it comes to dealing with critical issues. He works well with GM."*

— General Motors

- *"You need to clone [Our Customer Manager]. He's the best; courteous, eager to help and knowledgeable."*

— AstraZeneca

Why your company needs Ariba Premium Support

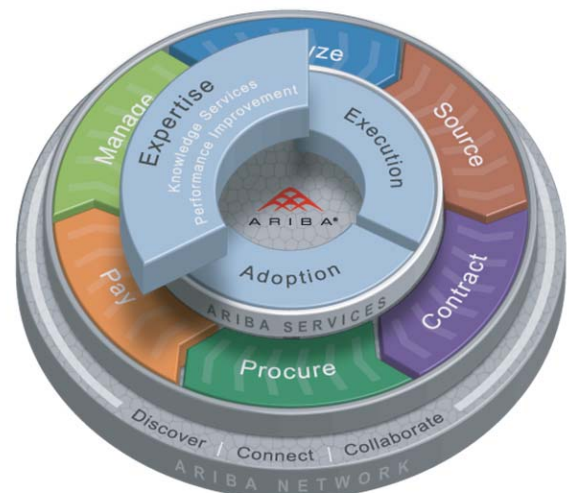
For many Ariba customers, a comprehensive customer support program is critical to achieving their spend management goals and objectives. That's why the Ariba Premium Support Service is designed to fully enhance your customer support experience by providing highly skilled support personnel and a strategic personalized support relationship.

Ariba Premium Support is designed for companies who require support through a consolidated incident management approach. This enhanced level of support is ideal for organizations seeking the following support attributes:

- One primary point of contact for support inquiries
- High-touch/personal relationship
- Expert domain knowledge
- Quality best practices advice
- Unique configurations/customizations experience
- New product features training
- Highly visible customer advocate

Ariba Premium Support ensures that your organization has a close relationship with a team of support professionals who have intimate knowledge of your infrastructure, business practices and processes. When an issue arises, your team can contact your Premium Support customer manager immediately so they can help you resolve the issue as quickly as possible. Your customer manager develops an understanding of your complex infrastructure so he or she can provide advice specific to your unique business needs. Additionally, your customer manager provides product knowledge, shares domain expertise, and offers best practice advice in specific product areas. Together, Ariba Premium Support provides an effective means to quickly resolve problems as they occur.

Ariba Premium Support is ideal for companies that are lacking the required level of internal IT support for their Ariba solution. Your customer manager has access to technical and engineering expertise throughout Ariba to facilitate fast, expert problem resolution and help resolve complex issues. Each customer manager is able to bring expert focus on critical issues through hands-on investigation and diagnostics. As a result, you can rely on Ariba Premium Support to maximize the productivity and reliability of your Ariba spend management solution. In return, Ariba Premium Support helps ensure that you are able to provide the highest level of service to your users, buyers and suppliers. And your IT team can focus more of its efforts on enabling new business initiatives.



About Ariba, Inc.

Ariba, Inc. is the leading provider of collaborative business commerce solutions. Ariba combines industry-leading technology with the world's largest web-based trading community to help companies discover, connect and collaborate with a global network of partners – all in a cloud-based environment. Using the Ariba® Commerce Cloud, businesses of all sizes can buy, sell and manage cash more efficiently and effectively. Over 500,000 companies around the globe use the Ariba Commerce Cloud to simplify inter-enterprise commerce and enhance results. Why not join them? To get on the path to Better Commerce visit: www.ariba.com/commercecloud/

By leveraging the years of experience that our Ariba Premium Support team has gained with other Ariba deployments, your customer manager can help you reduce risks through proactive planning and best practices designed to anticipate and avoid problems. This is particularly true for customers who have many complex business process flows to manage. This experience allows your company to provide a robust and stable spend management solution. Moreover, your customer manager can help you understand what types of changes can improve your solution's flexibility. As a result, you can potentially avoid costly downtime, streamline processes and achieve maximum results from your Ariba solution.

Your customer manager also serves as your front line advocate to ensure your voice is heard for such things as new feature development, enhancement requests, customer communications, platform certifications, etc. Your customer manager maintains close relationships within Ariba to not only draw on others' expertise to provide you with the best advice, guidance and support, but to be your representative in sharing customer experiences and expectations.

Value-Added Support Services

In addition to our award-winning Technical Support and End User support services, members of our Ariba Premium Support program enjoy the following key benefits:

Premium Support at a Glance	
Named Premium Support Customer Manager	Enhancement Request Management
Six Designated Support Contacts	Customer Advocate
Unique Customization / Configure Support	New Feature Training
Change Management Support	Bi-Annual On-site Visits
Regular Review Teleconferences	Monthly Reporting

Your customer manager is responsible for ensuring that your support needs are handled promptly and effectively by providing the following activities:

Premium Support Customer Manager Activities & Types of Issues Resolved	
Recommendations regarding structure of users and groups on a site	Improve system performance by recommending upgrades and configuration changes
Online training session to explain new functionality in latest major release	Provide Service Pack updates and testing/verification upgrade assistance
Coordination of any site configuration changes and communication to Premium Support Contacts of related outages	Provide best practices to key buyers and assistance with setting up sourcing events
Understand security needs and help manage users accordingly	Provide advice on how to maintain all open and pertinent change requests
Assist in design and management of system customizations	Act as a primary point of escalation
Recommend and manage system configuration settings	Coordinate communication regarding site issues and outages
Improve process flows and user on-boarding	Conduct status meetings upon request via internet and telephone

The Right Solution

As an Ariba solution expert, your customer manager provides in-depth product expertise, expedites your support requests, and helps you prevent problems before they occur. Enjoy the convenience of consolidated support management and personalized support with the Ariba Premium Support program. With Ariba Premium Support, your organization can appreciate a support relationship that encompasses the entire solution lifecycle—from initial deployment, product integration, customization and enhancements, hot fixes and service packs, through new releases.

For more information regarding Ariba's Premium Support Services, as well as our other outstanding Customer Support offerings, please contact your Ariba Account representative.

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4/10

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