

Cellular Accessories for Less (CAFL) Supplier Spotlight



Upgrading eCommerce site to enhance competitive advantages



Customer Profile

Cellular Accessories for Less (CAFL) is a Los Angeles-based seller of accessory products for wireless/cellular phones and personal digital assistants (PDAs). With a vast inventory of more than 6,000 products, CAFL leverages its considerable buying power and flexibility to offer customers quality products and value added services at an exceptional price.

The Challenge

To meet customer requirements, CAFL must provide all the correct protocols and compatibilities so products are easy to locate and easy to order. The rapid pace of change in the cellular phone industry—with up to 10 new phones introduced every week—makes accurate, updated information even more crucial.

The Solution

To enhance the company's competitive position, CAFL integrated with the Ariba® Supplier Network™ in 2003 and soon after decided to become an Ariba® Ready™ supplier. In 2007, CAFL also joined the Ariba® Express Content™ program and started offering Express Content to buyers using Ariba Procurement Solutions.

According to CAFL, the number one feature is Ariba® PunchOut™, which allows customers to instantly click out to the CAFL website for extensive content on products, functionality, and compatibility, then pop back to the Ariba Supplier Network to complete transactions. Up-to-the-minute alerts and hyperlinks with detailed specifications further enhance accuracy. And automatic updates eliminate the redundant processes typically required to match catalog and website content.

CAFL used its existing eCommerce site as a template to ensure the new site would have the same look and feel. Once set-up was complete, CAFL was able to add new customers in about five minutes with a simple one-step configuration process in a back-office web application.

Adding Up the Benefits

Though Ariba's Procurement solutions new CAFL buyers can access Express Content and take advantage of discounted pricing, technical readiness and faster service.

Analysis shows that existing CAFL customers who switched to Ariba have increased their purchases by an average of 32 percent. CAFL also picked up new divisions in the companies that initially got on board. Customers can now easily share negotiated price discounts throughout the organization, maximize use of approved vendors, reduce processing expenses, and simplify transactions.

Using the Ariba Supplier Network, CAFL has delivered on its promises—products arrive fast and support is prompt. The company can maintain strong relationships with its customers without as many phone discussions.

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"We are excited about the increased exposure to new business through our Express Content catalog available to Ariba clients."

— Mitch Langstein, Director of Marketing

