

Lead Source for New Business

Challenges	Solutions	Results
<ul style="list-style-type: none">• Name recognition outside core client base• Finding new business across vertical markets and geographies• Costly and time-consuming traditional lead generation methods	<ul style="list-style-type: none">• Deployed Ariba technology to participate in business-to-business networking<ul style="list-style-type: none">• Set-up time in minutes• Access to previously unknown RFPs• Electronic correspondence to clarify service and contract requirements	<ul style="list-style-type: none">• Discovered and won a large RFP<ul style="list-style-type: none">• Paperless interaction fostered selection as preferred supplier• Ariba Network identified as a strong source for leads<ul style="list-style-type: none">• Less time spent prospecting and educating• More time discovering and responding to new opportunities

Company
Bishop Technologies

Profile
Leading provider of electronic data management solutions

Ariba Commerce
Cloud Features
Ariba business discovery
Ariba Network for business collaboration

“I see Ariba Discovery as part of our overall business development strategy. It gives our sales people a way to find and cultivate prospects that are in the market for the specialized products and services we provide.” Walt Burton, Director of Client Solutions

