



Platinum Membership Ariba Supplier Sales and Marketing Programs

Benefits

- Extend your online commerce investments
- Strengthen relationships with existing customers
- Maximize exposure to the Ariba Global 2000 customer base
- Gain exclusive access to decision makers
- Gain third-party validation of your online commerce capabilities
- Increase product and services visibility
- Share best practices and network with leading buyers
- Influence the Ariba product roadmap



Become a Strategic Partner with Ariba

When you join the Ariba® Network, you can conduct business with your customers in a more cost-effective, collaborative way that benefits everyone. But did you know that you can also use it to get exposure to more buyers, find new customers, and grow your business? Ariba Supplier Sales and Marketing Programs prepackage networking, marketing, and consulting expertise to help grow your online business faster and more efficiently. These resources will help you:

- Target your marketing efforts to tens of thousands of procurement, sourcing, and finance executives in the Ariba Global 2000 customer base
- Gain exclusive access to and participate in networking opportunities with high-level decision makers
- Increase product and services visibility and drive more volume through online commerce
- Gain third-party validation of your online commerce capabilities from Ariba, the leading provider of collaborative business commerce solutions

Platinum Membership: For Suppliers with Best-in-Class Online Commerce Capabilities Seeking to Increase Reach and Visibility

The Ariba Ready™ Platinum program (Ariba Ready Platinum) is designed for a select group of suppliers already using the Ariba Network strategically and servicing a substantial number of customers through it. Through this comprehensive program, you become a key partner to Ariba and benefit from unparalleled networking, marketing, and consulting expertise to help you use Ariba to further drive awareness, gain new business, and differentiate your online commerce capabilities to a highly qualified and targeted audience—senior executives among the Ariba Global 2000 customer base.



“Access to the Ariba product management and executive team is a key benefit of our Ariba Ready Platinum membership. This gives us a great opportunity to influence the product roadmap. We interact regularly with Ariba product management. They care about our ideas and really listen to what we have to say.”

– Joni Anderson, Director, Electronic Commerce Multi-Channel Business Relations, OfficeMax

Networking Opportunities

As an Ariba Ready Platinum supplier, you’re paired with a dedicated Ariba strategic supplier account manager who can help you leverage Ariba as a strategic growth vehicle. For example, your account manager will help you take advantage of exceptional networking opportunities, such as 10 hours of buyer relationship-matching services, where we’ll compare customer lists, facilitate introductions with procurement executives at your current customers who use Ariba, and encourage them to adopt online commerce with you. You also receive:

- Visibility and participation in the Ariba Supplier User Community, giving you exclusive networking opportunities with Global 2000 buyers using the Ariba Procure-to-Pay™ (Ariba Procure-to-Pay) and financial solutions
- Full membership in the Ariba Supplier Steering Committee, which offers best practice discussions with other thought-leading Ariba suppliers and visibility into and influence over the Ariba Network roadmap

About Ariba, Inc.

Ariba, Inc. is the leading provider of collaborative business commerce solutions. Ariba combines industry-leading software as a service (SaaS) technology to optimize the complete commerce lifecycle with the world's largest web-based community to discover, connect and collaborate with a global network of trading partners and expert capabilities to augment internal resources and skills, delivering everything needed to control costs, minimize risk, improve profits and enhance cash flow and operations – all in a cloud-based environment. Whether you're buying, selling or managing cash, you can do it more efficiently and effectively in the Ariba® Commerce Cloud. More than 1,000 companies, including 94 of the Fortune 100, use Ariba's solutions to drive more efficient inter-enterprise commerce. Why not join them? For more information on Ariba commerce solutions and the results they deliver, visit www.ariba.com.

- Complimentary passes and booth at the Ariba LIVE™ conference (Ariba LIVE), the leading business commerce conference that draws more than 1,200 attendees each year, 50 percent of which are at the director level or above in active buying cycles

Marketing Opportunities

As an Ariba Ready Platinum supplier, you become a strategic partner to Ariba. Our goal is to help you be recognized as a best-in-class supplier by providing highly targeted marketing opportunities directed at over 35,000 procurement executives already using Ariba to purchase goods and services. You can't get this level of access anywhere else.

For example, to help you differentiate your business and increase exposure, you receive the exclusive Ariba Ready Platinum designation, which you can use in your marketing materials.

As an Ariba Ready Platinum supplier, you can also take advantage of unique marketing opportunities, such as:

- Ariba® Express Content (Express Content), which maximizes visibility of your products and services by providing Ariba eProcurement customers with free, "ready-to-use" catalog content, which eliminates technical and business barriers for them to conduct business with you through Ariba
- One year of customized print and banner ads plus a published article in the Ariba *SupplyWatch*® report (*SupplyWatch*), our quarterly category trend newsletter that's distributed to more than 33,000 decision makers
- Promotion of your company on www.ariba.com as an Ariba Ready Platinum supplier, which is searchable by buyer organizations
- Speaking opportunities at customer-facing events such as Ariba LIVE

Ariba's Supplier Sales and Marketing Programs Help You Through Each Step of the eCommerce Journey

	Strategize	Implement	Test and Validate	Expand Reach	Market
Supplier Consulting	■	■	■		
Preferred Supplier Designations			■	■	■
Sponsorship and Advertising				■	■
Network Opportunities				■	■
Buyer Relationship Matching	■		■	■	■
Ariba Express Content				■	■

Consulting Expertise Opportunities

With access to 80 hours of consulting services, you gain technical and business expertise that helps you optimize customer experiences and effectively deploy Ariba PunchOut™ catalogs and business-to-business integration. You also benefit from regular business reviews with the Ariba strategic supplier account management team, a test license for the Ariba Buyer™ solution (Ariba Buyer), 24x7 technical support, and supplier benchmarking services that give you insight into key online commerce metrics.

For More Information

Explore the options available through the Ariba Supplier Sales and Marketing Programs and choose the level that best meets your organization's needs. Multi-year agreements and upgrades are also available. For more information, please visit www.ariba.com or contact your Ariba sales representative at 1-866-583-5988.

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