Get matched with leading organizations who are ready to buy. Generate leads faster, easier, and better.
The challenges with traditional lead generation tools

Across different industries, sellers of all sizes share the same issues when it comes to sourcing and growing business opportunities:

• Increasing revenue from existing customers
• Generating revenue from new customers
• Developing awareness in prospective accounts
• Getting more qualified leads
• Reaching decision-makers
• Gaining awareness and scaling business opportunities with existing accounts

While traditional lead generation tools such as cold calling, LinkedIn messages, and search engine campaigns, are still widely used, they prove to be time consuming, resource-intensive, and hold uncertain rates of success.

### Time Consuming

It is often difficult to find the right contact people and establish communication with decision-makers. Hours and hours are spent on researching websites, figuring out buying needs, and drafting up documents for a chance to win business.

### Resource-intensive

Cold calls, tradeshows, sales trips, Google AdWords and SEM campaigns - do these sound familiar? These activities are all costly in labour and resources for organizations. Especially for small businesses competing with national retail chains with a large advertising budget, the expenses to obtain leads stack up quickly.

### Uncertain Success

Despite the effort invested in generating leads, the results from traditional lead generation are still uncertain. Sellers are struggling to scale up their existing business opportunities, access corporate purchasing programs, and distinguish themselves on e-procurement platforms. For sellers who are smaller in size, lucrative large contracts are hard to get exposed to and secure.
Generate leads more effectively with SAP Ariba Discovery

SAP® Ariba® Discovery is a premier global B2B matching service that offers you new business opportunities from leading buying organizations - including Global 2000 companies. If your vendor capabilities match a buyer’s project requirements you will be instantly notified of the opportunity. By bringing the quality leads to you, you save on time and costs.

SAP Ariba Discovery could be easily accessed from any of your Ariba solutions by clicking on the “LEADS” tab or by going to the SAP Ariba Discovery website.

About SAP Ariba Solutions

SAP Ariba solutions combine industry-leading, cloud-based applications with the world’s largest Web-based trading community to help companies discover and collaborate with a global network of partners. Using Ariba Network, businesses of all sizes can connect to their trading partners anywhere, at any time, from any application or device to buy, sell, and manage their cash more efficiently and effectively than ever before.

Companies around the world use Ariba Network to simplify interenterprise commerce and enhance the results they deliver.

Join them at www.ariba.com
How it Works SAP Ariba Discovery

**Company Profile**

After you create a stellar company profile, SAP Ariba Discovery’s powerful matching algorithm takes all your provided information into account when matching you with buyers who are ready to buy. This ensures an optimal alignment between what you are offering and what your buyers are looking for.

Your profile is submitted along with every proposal you send. Your profile will show up in buyers’ search results. Your profile could have prioritized listing with an Advantage or Advantage Plus subscription.

**Collaborate with Buyers**

Relationship building is key to doing sustainable business nowadays. SAP Ariba Discovery provides an interactive medium for you to communicate and build relationships with your existing or new buyers.

- **RFP** - Get email alerts for new postings and bidding progress
- **Send responses** to buyer initiated messages
- **Ask questions** to find out more info before submitting proposals
- **Promote your company** - Create ProfilePitches to target specific buyer audiences
- **Ratings and References** - Showcase ratings and customer references on your profile

**SAP Ariba Discovery Highlights**

- Over $5 billion of buyer-posted needs
- 15 Million sales leads
- Over 15,000 buyer-seller matches
- Find leads in over 20,000 categories
- Effectively complement traditional lead channels
- Access to 50% of the Global 2000 organizations

**Details in your profile**

- Basic company info
- Sales territories, industries, commodities
- Links to social media profiles
- Diversity, quality, green classifications
- Ariba Activity data
- Buyer references and ratings
- Company logo
- Attachments and external links
- See who viewed your profile

*premium features
Reach your target audience faster and easier than using traditional marketing and sales channel.

Three Simple Steps to Get Started

1. Register and create your company profile
2. Keep track of notifications from buyer postings that match your profile or when buyers contact you directly
3. Submit your proposal to buyers
Key Benefits Provided

Expand your reach
- Get your company in front of buyers who are ready to buy in every category and geographic region
- Gain direct access to larger buying corporations and see the same opportunities as your competitors

Streamline your sales process
- Establish a new sales channel to efficiently source leads
- Receive notifications when there are new matching leads

Know your market
- Discover purchasing trends, customer needs, and companies who are actively buying
- Evaluate your position in the market and brand equity based on buyer feedback

Complimentary Ariba Network profile
- Join the largest digital procurement community with over 3.4 million enterprises
- Become searchable by buyers who are hosting private sourcing events on Ariba Network

SAP Ariba Discovery users with a free, standard account have access to all these key benefits. However, Advantage and Advantage Plus subscriptions unlock even more features for you. Take a look at the comparison between the accounts here and decide which option best suits your business needs.
Start Using SAP Ariba Discovery

Register at discovery.ariba.com or log in with your existing SAP Ariba account!

For inquiries, please contact us at saparidadiscoveryleadresponse@sap.com