

Supplier Enablement Made Easy



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Introduction

Thank you for your participation on Ariba® Network, and welcome to the world of supplier enablement! Enablement is our term for preparing a supplier to actively transact commerce with their customers – and our goal is to make the process of getting enabled on Ariba Network easy, so you can more quickly work with your existing customers and find new ones.

Your customer asked you to be on Ariba Network because you are a strategic part of their business. We want to ensure that you get up to speed as smoothly as possible.

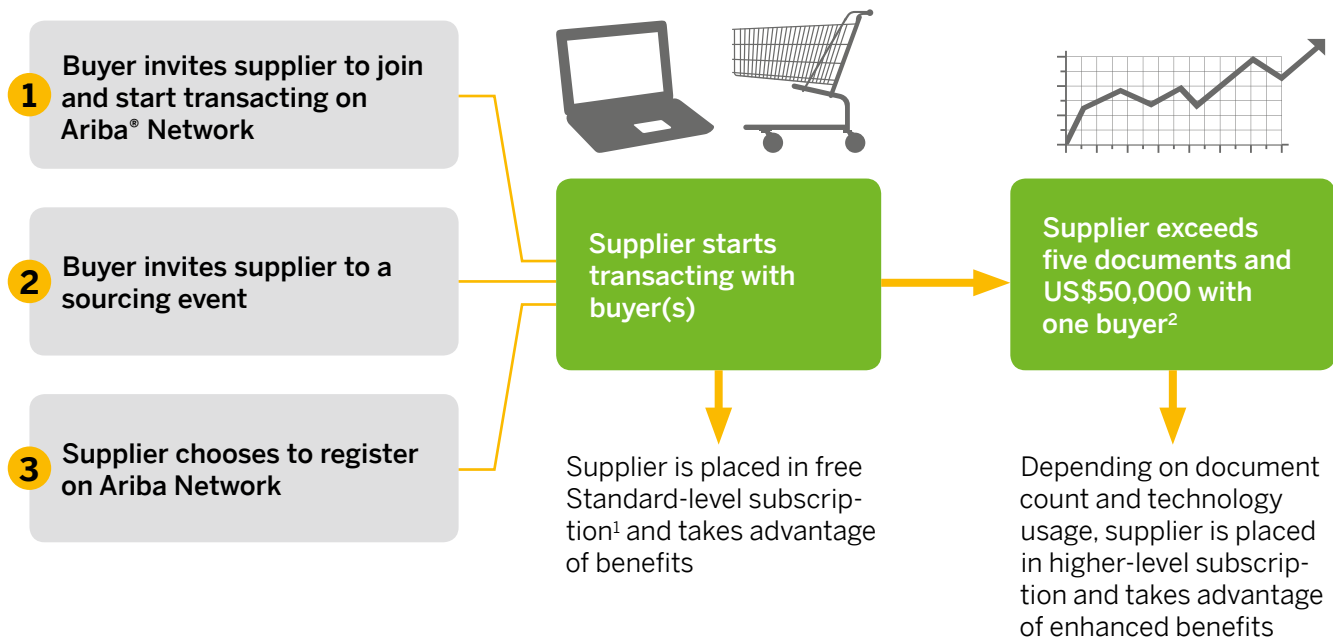
The objective of this document is to provide a core set of content such as FAQs, the value SAP® Ariba solutions offer to you as a supplier, and guidance on how to best get enabled, no matter which method your buyer chooses.

Please note that we use the terms *supplier* and *vendor* interchangeably to refer to you, and when we use the term *buyers*, we are referring to your customers.



How Suppliers Get Enabled on Ariba Network

There are multiple ways that suppliers begin their lifecycle on Ariba Network:



In this document, we are focusing on #1 in the diagram above, where a buyer invites you to join Ariba Network. Once you're invited, the way you get enabled to work with buyers can vary:

- Enablement by the Ariba Supplier Enablement Services team
- Enablement by your buyer via an automated process
- Enablement by your buyer via a manual process

This document covers all three ways in which a buyer can choose to have you enabled as their supplier.

The choice of how a buyer-invited supplier is enabled on Ariba Network is up to the buyer.

1. Subscriptions are offered in all countries globally except Brazil, Chile, and those in Southern Africa (Botswana, Lesotho, Mozambique, Namibia, South Africa, Swaziland, and Zimbabwe).

To learn more about subscription benefits, go to

www.ariba.com/suppliers/ariba-network-fulfillment/pricing.

2. For regional information on pricing thresholds and fees, go to

www.ariba.com/suppliers/ariba-network-fulfillment/pricing.



ENABLEMENT BY ARIBA SUPPLIER ENABLEMENT SERVICES TEAM

We maintain a large professional staff dedicated solely to managing the supplier enablement process. For a particular buyer project, multiple

members of the Ariba Supplier Enablement Services team are assigned based on the needs of each supplier and the project as a whole. While not all team members may interact directly with suppliers, they are all a vital part of the process.

USUALLY BUYER-FACING	Supplier Enablement Lead (SEL)		Network Growth Manager (NGM)		
	The SEL manages buyer projects that enable their suppliers to interact through Ariba Network with maximum benefit. The SEL designs enablement projects for success by independently managing buyer and supplier enablement interactions, ensuring that teams have appropriate resources.		The NGM drives the buyer towards their project goals while coordinating the internal resources and team interactions that focus on driving maximum benefit for the buyer on Ariba Network. An NGM has multiple buyer engagements going on simultaneously.		
USUALLY SUPPLIER-FACING	Electronic Supplier Integration Manager (ESIM)	Supplier Program Coordinator (SPC)	Strategic Outreach Manager (SOM)	Supplier Manager (SM)	Training Lead (TL)
	The ESIM manages the onboarding of electronically integrated suppliers (cXML, EDI, CSV) to Ariba Network.	The function of the SPC is to report on, and audit, the enablement process between a buyer and their multiple suppliers.	The SOM engages with strategic suppliers in the enablement process – those having multiple buying relationships or high volumes on Ariba Network.	The SM engages with less strategic suppliers in the enablement process to ensure a smooth transition to Ariba Network.	The TL is responsible for training and educating buyers and suppliers about the benefits of transacting on Ariba Network.

The enablement process generally follows this flow:





As progress depends upon earlier actions, it is imperative that you respond to all communications from the Ariba Supplier Enablement Services team right away in order not to delay the flow for your customer and your customer's other suppliers.

Process Flow Definitions

- **Supplier Summit:** An online or live training session where an Ariba Supplier Enablement Services team member educates you and other suppliers on the process of getting started, transacting, and obtaining support on Ariba Network. Session presenters may include buyers as well, discussing their reasons for moving to Ariba Network for their procurement process and why this transition benefits their vendors. A key element of the Supplier Summit is the opportunity for the attendees to ask questions, so that full understanding is ensured.
- **Trading Relationship Request:** A letter to you generated by Ariba Network that includes information and links for connecting to Ariba Network. Also known as the TRR, the letter is specific to a particular buyer-supplier relationship and is the most important document for you to get started on Ariba Network.
- **Go-Live:** The time at which you are ready to accept purchase orders from your customer and convert these purchase orders to invoices. Go-Live marks the turning point from working manually with a customer to working electronically.

ENABLEMENT BY BUYER VIA AUTOMATED PROCESS

We have built functionality into Ariba Network that allows buyers to enable you using an automated process. When buyers choose to self-enable, we encourage them to use this automation. From a high-level standpoint, the buyer uploads their vendor master with as much accurate information about all of their suppliers as possible, and then selects the suppliers they would like the system to invite to transact.

When you receive the invitation to transact, you should follow all instructions explicitly, including:

- Attend a Supplier Summit; if one is not offered, you should ask the buyer if one will be held
- Create an Ariba Network profile or link the invitation to an existing profile you may already have
- Enter parameters for order routing
- Upload catalogs (optional)
- Test your relationship

The final step, testing, is a vitally important step in the process. You should receive test purchase orders from your buyer, and then flip each into an invoice or several invoices, to ensure that the round-trip process works properly.

ENABLEMENT BY BUYER VIA MANUAL PROCESS

Some buyers will invite you to transact via a manual process. While we do not encourage this method, a buyer may have specific reasons for choosing to use it.

The manual process will generally involve steps such as these:

- The buyer sends an e-mail to you with a personalized link to supplier.riba.com, where you are asked to create a profile on Ariba Network.
- You create a profile and then inform the buyer by e-mail.
- The buyer finds you on Ariba Network and connects with you.

If you are enabled this way, we encourage you to comply with buyer requests, and to ask the buyer for an invitation to a Supplier Summit to become more familiar with the enablement process and use of Ariba Network.



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Supplier Subscriptions and Pricing

Supplier subscriptions³ are designed to help you take full advantage of the e-commerce capabilities on Ariba Network and are tailored to the level of business you conduct on it. As your use of Ariba Network grows, your subscription level grows with you – providing ever-greater functionality, tools, and services to increase your opportunities for collaboration, automation, and marketing exposure.

HOW IT WORKS

You begin transacting on Ariba Network at the Standard subscription level for no cost, no matter how many buyer relationships you initially have. Once you cross the transaction thresholds of five documents and US\$50,000 (or non-US equivalent) in at least one customer relationship annually, you are enrolled in a paid subscription at the Bronze, Silver, Gold, or Platinum level. Each

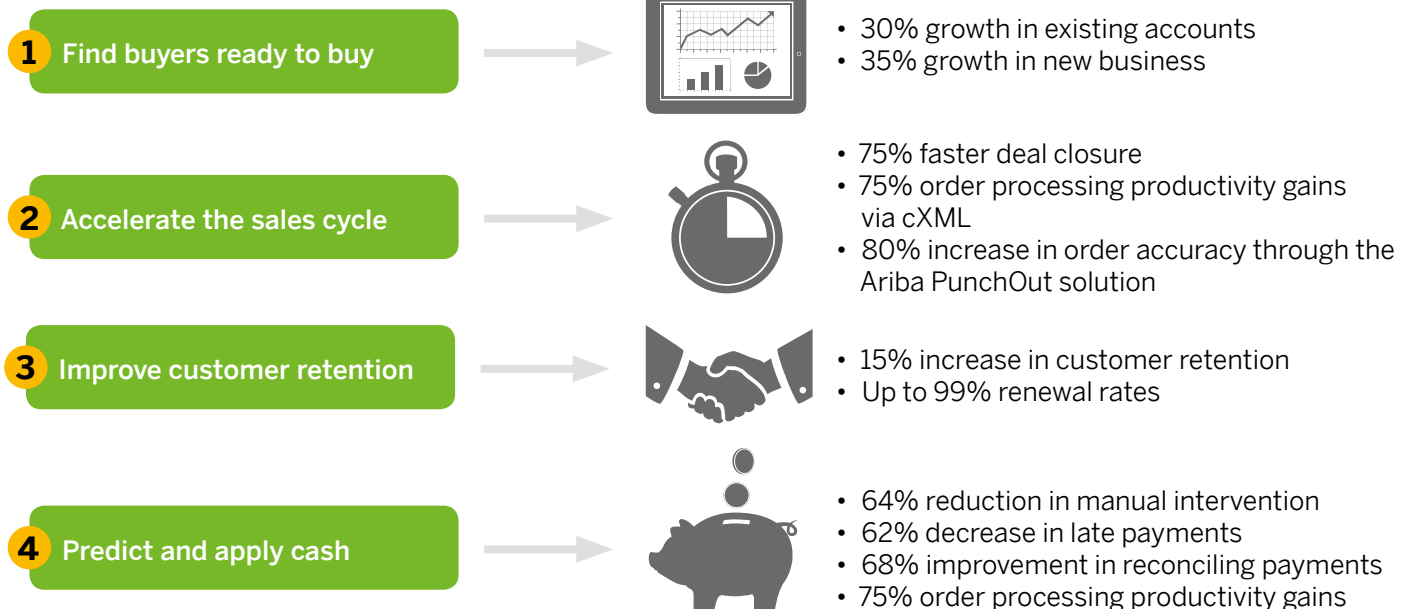
subscription includes a wide array of features and resources, including access to education and support, e-commerce consulting, integration services, and the ability to upload catalogs onto Ariba Network for ease of ordering by customers.

To see detailed information about subscriptions and pricing as well as the benefits and resources provided at each level, go to www.ariba.com/suppliers/ariba-network-fulfillment/pricing.

WHAT'S THE VALUE?

There are four main value propositions with proof points and an array of customer testimonials that Ariba Network offers to you as a supplier. Here are some statistics about the benefits that we've learned from working with our supplier customers over the years:

Benefits Suppliers Gain



3. Subscriptions are offered in all countries globally except Brazil, Chile, and those in Southern Africa (Botswana, Lesotho, Mozambique, Namibia, South Africa, Swaziland, and Zimbabwe). To learn more about regional pricing on Ariba Network, go to www.ariba.com/suppliers/ariba-network-fulfillment/pricing.



What suppliers tell us includes the following:

Here's What Suppliers Say

1 Find buyers ready to buy

B&H Photo, Video, & Pro Audio
Grew existing account 300%

EASI
Won new €500,000 deals



2 Accelerate the sales cycle

Proforma
Accelerated deal cycle by 75%

MSC Industrial Supply Co.
50% higher conversion rate with
11% increase in lines per order



3 Improve customer retention

EBSCO Information Services
15% increase in customer
retention

Staples
99% average fill rate with
98% on-time delivery rate



4 Predict and apply cash

big-giant
Invoices paid as quickly as four days

ProCom
Real-time visibility and improved
cash flow



You can access a wide array of customer testimonials at www.ariba.com/customers/customer-case-studies.

Resources

ONLINE RESOURCES

Many immediate resources are available to help you understand Ariba Network subscriptions.

- Review the detailed information at www.ariba.com/help/ariba-answers/suppliers
- Attend a live demo by registering at www.ariba.com/resources/live-demo, specifically *Introduction to Ariba Network for Suppliers*

For a complete set of FAQs, please visit www.ariba.com/suppliers/ariba-network-fulfillment/faq.

LIVE RESOURCES

If you need personal assistance, it's easy to reach us for help.

- If you are a high-volume supplier, you will typically have an account manager; the Ariba Network administrator at your company will have information for reaching the Supplier Account Management team.
- If you do not have an account manager, you may contact one of our e-commerce experts at CommerceAssistance@sap.com.

SUPPLIER INFORMATION PORTAL

Within your Ariba Network account, you will have access to materials and guides that your customer has provided to assist you with any requirements they might have. Though a member of the Ariba Supplier Enablement Services team is always happy to help you, these materials are useful and available at any time.

To access the buyer-specific materials:

1. Log in to your Ariba Network account at supplier.ariba.com
2. In the top-right corner of the screen, click on your company name
3. In the drop-down menu, choose **Customer Relationships**
4. Click on **Supplier Information Portal** next to your customer's name to view the materials





SUPPORT FOR SUPPLIERS AFTER GOING LIVE

Once you have gone live on Ariba Network, your support contact transitions from the Ariba Supplier Enablement Services team to the Ariba Customer Support service or Ariba Supplier Technical Support. In order to ensure the timeliest response to your questions, support is available as follows:

Ariba Customer Support Service

- **What is it?** If you have questions about registration, how to log in or reset your password, account navigation, Ariba Network subscriptions and fees, or how to use SAP Ariba solutions and services, contact Ariba Customer Support. Support is available in multiple languages via live chat, Web form, and phone to help you resolve problems or point you to appropriate resources.
- **How can you access it?** Log in to your Ariba Network account, click on **Support** at the bottom of the right-hand column, and then follow the directions to reach support resources or personnel. (Note that you can still access support by clicking **Help Center** at the top right-hand side of the page even if you are not able to log in to your account, though fewer support options will be available.)

Ariba Supplier Technical Support

- **What is it?** If you have a Silver, Gold, or Platinum subscription on Ariba Network, you can get 24x5 technical support for fast assistance with account configuration, catalog formatting and validation, integration of your back-end systems with Ariba Network, and similar requests. You can also receive 24x7 technical support for production-down problems and other high-priority technical issues.
- **How can you access it?**
 - For **general technical support**, log in to your Ariba Network account and click **Support** at the bottom of the right-hand column. You can then submit your tech support request via Web form, live chat, or phone, and a support representative will connect you with the appropriate Ariba Supplier Technical Support team member based on the nature of your issue.
 - For **high-priority or weekend technical support**, follow the steps above to access the Support Center, then use the phone option to receive the appropriate assistance.

Enablement FAQs

HOW LONG DOES IT TAKE TO BE ENABLED TO TRANSACT ON Ariba NETWORK?

The time frame for enablement can depend upon a variety of factors, including:

- The service-level agreement the buyer has
- Your position in the buyer’s enablement wave plan
- Your ability to enable quickly
- Whether or not you will be integrating your Ariba Network presence with your back-end ERP or accounting system
- Whether or not you are deploying catalogs
- Your eagerness to participate

You are encouraged to make your wishes known to the buyer and the Ariba Supplier Enablement Services team.

WHAT ARE THE RELATIONSHIP RISKS WITH MY CUSTOMER IF WE DON'T GET ENABLED ON TIME OR CHOOSE NOT TO GET ENABLED AT ALL?

Buyers choose you to be enabled because they consider you a strategic business partner.



Transacting on Ariba Network offers benefits to both the buyer and you, including:

- Fewer errors in pricing and processing
- Faster order and fulfillment times
- Access to payment status
- Faster payment, in many cases
- Lower cost of doing business

Inability or unwillingness to meet the deadlines imposed in the enablement process will likely put the relationship in jeopardy, as the buyer will be unable to conduct commerce with you.

WHOM DO I CONTACT IF I AM HAVING ISSUES WITH THE ENABLEMENT PROCESS?

This depends upon who is conducting the enablement and how. Please review the following table for guidelines:

WHO'S CONDUCTING ENABLEMENT	Ariba Supplier Enablement Services Team		Buyer
			
WHOM TO CONTACT IF ISSUES ARISE	The Strategic Outreach Manager, Supplier Manager, or Electronic Supplier Integration Manager working with you on your project		Ariba Network project lead or e-commerce lead at the buyer's company
	Or call the Enablement Help Desk at 1-800-974-4899 (U.S. only)		Sales or e-commerce representative at your customer's company



WHAT IS INTEGRATION, WHAT ARE THE BENEFITS, AND HOW DO I GET INTEGRATED?

Integration is when you connect your back-end ERP or accounting system directly to Ariba Network, providing a systematic and efficient way for your systems and your customers' systems to interact via straight-through electronic processing. Once integration is set up, ordering, invoicing, and other transactions can be truly touchless, so you only need to manage the occasional exceptions that arise. Popular integrations are with products by SAP, Oracle, Intuit, and Sage. We support integration through multiple formats, including:

- **cXML:** "commerce eXtensible Markup Language," the official language of Ariba Network
- **EDI:** Electronic Data Interchange
- **Dell Boomi:** A middleware service that connects Ariba Network to Intuit QuickBooks, Sage 50, and Microsoft Dynamics GP, and others on a per-engagement basis

The best format depends upon the back-end technology you use as well as what information you and your buyer desire to be transmitted through integration. To help you determine the right integration path, we offer integration consulting and implementation as part of certain subscription levels on Ariba Network, and we provide these services to other suppliers on a per-engagement basis.

Catalogs provide a multitude of benefits to suppliers and buyers alike.

WHAT ARE CATALOGS, HOW WILL THEY HELP ME, AND HOW DO I IMPLEMENT CATALOG FUNCTIONALITY?

Catalogs offer many benefits that enable you to get a greater share of wallet from your buyer:

- Ease of ordering by buyer
- Pricing controls
- Ease of updates by you
- Order accuracy

By uploading catalogs in CSV, cXML, Excel, or Ariba PunchOut format, you can ensure that you are offering the right products at the right price to the buyer at the right time. We offer step-by-step guidance in catalog creation and uploading, including tutorials on what parameters are required and how to create the most effective catalogs. There are no additional costs to utilizing catalog technology in Ariba Network, yet catalogs provide a multitude of benefits to you and your customers alike.

Conclusion

We hope you have found this guide to the enablement process useful and informative. If you have any questions, or would like to provide feedback on how we can make this guide better, please contact your Ariba Supplier Enablement Services team member or Ariba Customer Support. We wish you the best of success in your enablement process with your customer, and continued prosperity in your business with them.

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