

Quick Start Guide for Suppliers

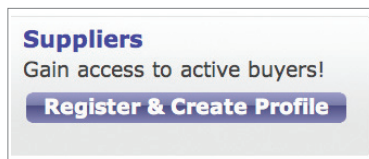
Connect with potential customers who are ready to buy.

This Quick Start Guide will help you build relationships with a community of leading purchasing organizations to find new business opportunities.


GETTING STARTED

Register to gain access to active buyers.


1. Log on to discovery.ariba.com
2. Click on REGISTER & CREATE PROFILE to get started.



3. Complete your COMPANY INFORMATION.

 **Tip:** Remember to add Ariba Network Discovery to your email safe list so that messages from the system will not get delayed in your spam filter.

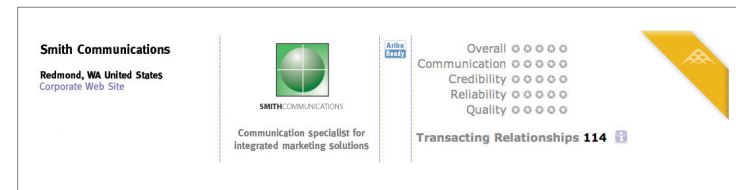
4. Select the COMMODITY for the goods or services you provide. You can either SEARCH or BROWSE for commodities.

 **Tip:** Buyer postings will be matched based on the commodities you select. It is more effective to select a category of commodity than the exact goods or service by name, e.g. beverages rather than bottled water. If goods or services can be classified in multiple ways, select multiple commodities to ensure that you are matched more effectively to buyer postings.


5. SALES TERRITORY allows you to let buyers know which territories your company serves.

 **Tip:** If you have global capabilities, leave the default ANY selected.

6. Select all the INDUSTRIES that your company serves.
7. The STANDARD PROFILE will get you started, however, for maximum exposure, you will be given the option to upgrade to the ADVANTAGE PROFILE.




Advantage Profile

 **Tip:** The Advantage Profile gives you preferential search placement and includes your company logo, plus enhanced search result ranking, url links to relevant content, more detailed company and product descriptions, the option to display sales contact information, and access to the last 10 companies who viewed your profile.


MANAGE YOUR PROFILE

Update and enhance your supplier profile to help capture new business opportunities.

1. Manage or edit your profile at any time by logging into your account and selecting MANAGE PROFILE.
2. Enter additional information about your company to make your profile complete.

 **Tip:** Be sure to indicate any certifications, such as minority or diversity, as this may be a requirement for some buying organizations.


3. You can upgrade at any time to the ADVANTAGE PROFILE to create a stronger online presence.

 **Tip:** As this profile is sent to interested buyers, make sure the information is as accurate and complete as possible to effectively represent your company.

RESPOND TO A POSTING


Respond to Discovery Postings that are matched with your company capabilities.

1. You will be notified by email if there is a match to your company from a buyer posting. Alternatively, you can log on to Discovery and click on SEARCH POSTINGS for opportunities that may not have been automatically matched to you.


 **Tip:** Only respond to postings that fully match your capabilities and where you can meet all of the buyers' requirements. Buyers have the capability to rate you based on your response and these criteria: overall performance, communication, credibility, reliability, and quality.

2. Select the postings that you have the capabilities to meet.




 **Tip:** The menu bar on the left allows you to narrow your search by selecting parameters that are better matched to your capabilities.

3. Review the posting details carefully to ensure you understand the project scope.

 **Tip:** Many companies using Discovery are Global 2000 companies who use an alias rather than their company name, but these companies could present many opportunities for future business.


4. You will have the option to ASK A QUESTION to get any needed clarification on a posting.
5. Select RESPOND to provide a response to the buyer posting.

 **Tip:** Be sure to respond in detail to requests from the buyer. Add attachments that will help demonstrate your abilities to meet the posting requirements.

6. Enter the BID AMOUNT only if this was requested in the posting.

 **Tip:** Buyers may just be looking to pre-qualify new suppliers, and not to receive bids at this time.

7. Review your response. To make any changes, click PREVIOUS. If you are satisfied, click POST.

 **Tip:** Buyers that are interested in proceeding will contact you directly.


INVITE REFERENCES

Enhance your credibility by adding customer testimonials in your profile summary.


1. Select INVITE REFERENCES from MY ACCOUNT home page to invite a buyer to endorse you.

 **Tip:** The buyer does not need to be an Ariba customer to endorse you.


2. Enter the BUYER CONTACT INFORMATION and CUSTOMIZE YOUR MESSAGE.

 **Tip:** Explain what you would like to see in the reference so that the buyer describes capabilities that will be attractive to other potential buyers viewing your profile.

Invited (1)

Date ↓	Buyer Name	Company Name	Email Address	Message	Status
7 Aug 2009	John Smith	Smith Communications	jsmith@smith123.com	Hello! I am sending yo...	Sent 

3. All buyer references received will appear in your supplier profile.

 **Tip:** The total number of references you have received will be indicated on the search results page which will highlight your credibility to potential buyers.

4. You can also share buyer reference contact details at your discretion with any inquiring buyers for independent validation.