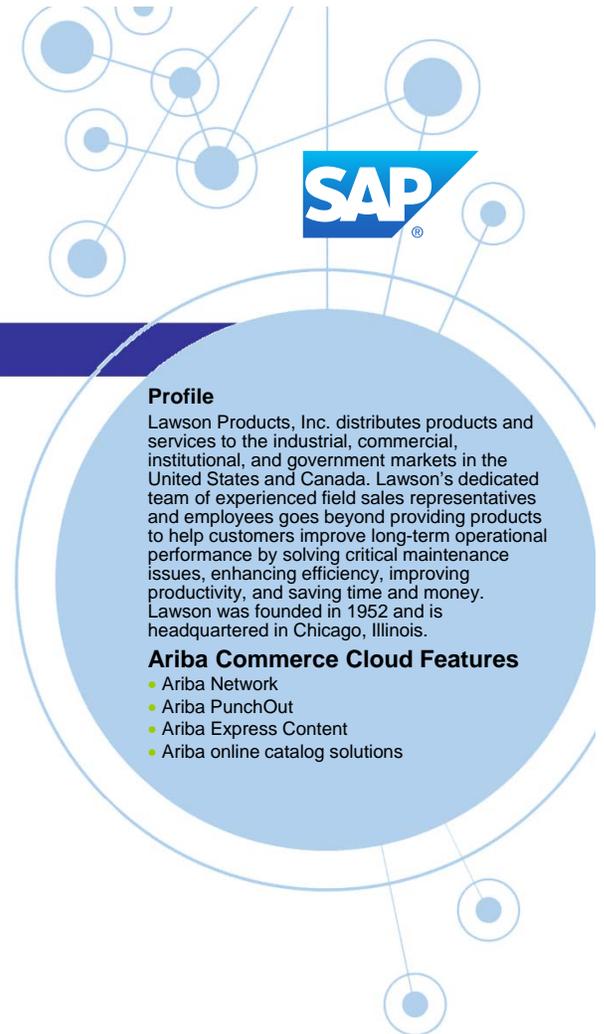


# Making Procurement Easier, Faster, and More Efficient through E-Commerce



Challenges	Solutions	Results
<ul style="list-style-type: none"> <li>Wanted a way to better track and ensure pricing compliance, especially for customers with complex contracts across multiple locations</li> <li>Sought to improve accuracy and speed of invoice reconciliation, particularly for high-volume orders and those with multiple invoices charged against a single PO</li> <li>Wanted to enhance ease of ordering and expand customer awareness of entire Lawson product line</li> <li>Needed to eliminate problems caused by paper-based transactions, including loss or delay of faxed and mailed POs as well as poor visibility into order status</li> </ul> <p><b>“Embracing e-procurement plays a key role in our ability to help customers optimize their operational performance while enabling us to strengthen relationships and build market share. We plan to continue working closely with Ariba and other providers to expand our e-commerce capabilities as part of our continuing commitment to deliver the best possible service to customers.”</b> <i>Christian Wiltrout, Vice President, Marketing and Product Management, Lawson Products, Inc.</i></p>	<ul style="list-style-type: none"> <li>Joined Ariba® Network in 2001 in response to a customer request;</li> <li>Proactively joined other e-commerce platforms and added online capabilities to make business easier for customers and enhance competitive differentiation               <ul style="list-style-type: none"> <li>Offers CIF and Ariba PunchOut™ Level I/Level II catalogs as well as e-invoicing capabilities</li> </ul> </li> <li>Created OCI- and cXML-based transactional website that integrates seamlessly with PunchOut and other standards-based e-procurement solutions</li> <li>E-quote feature lets salespeople send quotations directly to e-procurement website for customers to use as a basis for orders, saving time and reducing error rates and returns</li> <li>Customer-managed inventory (CMI) tool allows buyers to automatically create online requisitions from barcode-scanned products, expediting ordering and replenishment</li> <li>Large team participates in Ariba LIVE, webinars, and regional Ariba meetings to connect with customers and help them maximize e-commerce efficiency</li> <li>Utilizes Ariba Integrated Marketing Program to strengthen online sales with existing customers and expand outreach to other Ariba-integrated companies</li> <li>Offers ready-to-use catalog content to Ariba customers through Ariba® Express Content</li> </ul>	<ul style="list-style-type: none"> <li>Lawson now serves more e-procurement customers through the Ariba Network than any other e-commerce platform               <ul style="list-style-type: none"> <li>Ability to rapidly set up online relationships through Ariba makes it easy for customers to do business with Lawson</li> <li>Greater exposure to entire product line combined with streamlined ordering process has increased category penetration and sales to PunchOut customers</li> <li>Ariba expertise gives Lawson competitive differentiation on RFPs/RFIs</li> <li>Participation in Ariba LIVE, regional meetings, and webinars has enhanced brand awareness and strengthened customer relationships</li> </ul> </li> <li>Transactional e-procurement website allows customer onboarding in as little as 24 hours</li> <li>Efficient e-quote and CMI tools reduce time buyers spend on the website by up to 70 percent while virtually eliminating shopping errors</li> <li>Use of PunchOut catalogs dramatically improves contract compliance, increases visibility into entire order process, and helps ensure accurate and current pricing               <ul style="list-style-type: none"> <li>Customers can easily leverage negotiated discounts across multiple locations for higher savings</li> </ul> </li> <li>E-invoicing capabilities enable fast, accurate reconciliation between orders and bills</li> </ul>

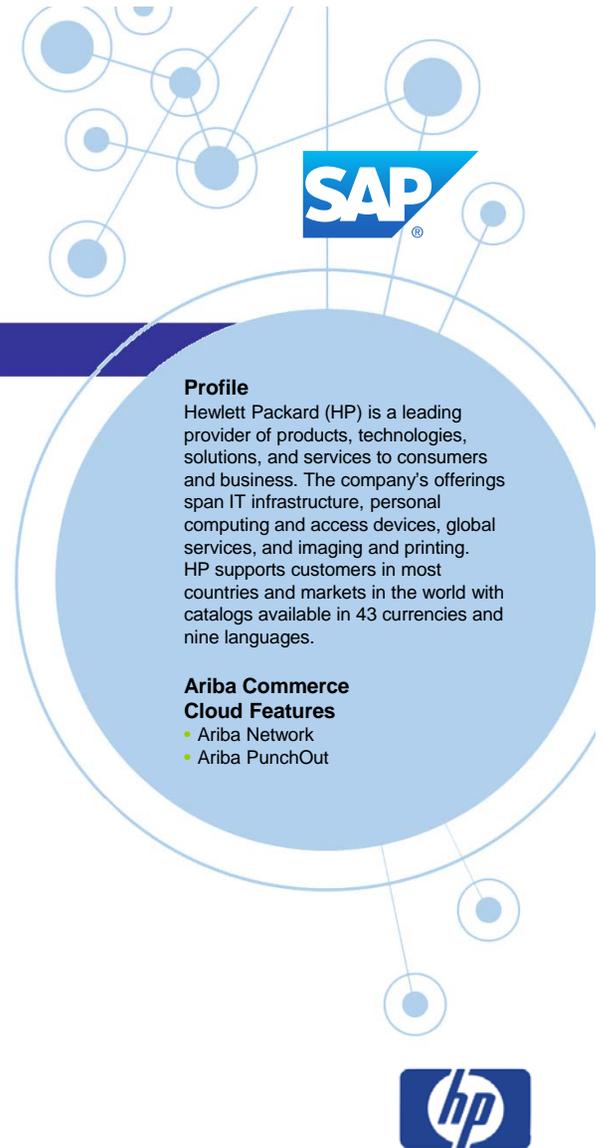
**Profile**  
 Lawson Products, Inc. distributes products and services to the industrial, commercial, institutional, and government markets in the United States and Canada. Lawson's dedicated team of experienced field sales representatives and employees goes beyond providing products to help customers improve long-term operational performance by solving critical maintenance issues, enhancing efficiency, improving productivity, and saving time and money. Lawson was founded in 1952 and is headquartered in Chicago, Illinois.

**Ariba Commerce Cloud Features**

- Ariba Network
- Ariba PunchOut
- Ariba Express Content
- Ariba online catalog solutions



# Consultative Model Accelerates Order-to-Cash Cycle



## Profile

Hewlett Packard (HP) is a leading provider of products, technologies, solutions, and services to consumers and business. The company's offerings span IT infrastructure, personal computing and access devices, global services, and imaging and printing. HP supports customers in most countries and markets in the world with catalogs available in 43 currencies and nine languages.

## Ariba Commerce Cloud Features

- Ariba Network
- Ariba PunchOut

## Challenges

- An Ariba® Network member since 1999, HP currently has more than 150 global customer integrations
- Working with buyers, platform vendors, and finance companies to expand their capabilities and market coverage to move eBusiness to the next level
- Strives to provide accurate customer catalogs, to accept orders efficiently, and to enable easy reconciliation of invoice and payment

## Solutions

- With a consultative approach, HP views each customer integration holistically and works with individual customers to create the right solution—from catalog through invoice and payment
- HP's approach has accelerated customer adoption and helped the company move from a supplier-driven website to a partnership with customers
- Today, integrated customers are the largest source of electronic orders and create a competitive advantage
- Uses the Ariba Network for both static and Ariba PunchOut™ product catalogs, automated order handling, order confirmation and status, asset management, and eInvoicing

## Results

- Greatest benefit is the acceleration and automation of the order-to-payment cycle
- Saves time and money on order management, including reduced order entry and processing costs
- Orders are released upon receipt rather than being held for manual validation
- Ariba Network allows for better visibility into buying trends and improved forecasting, as customers adhere more closely to contracted terms and products
- Linked with eInvoicing and its benefit of reduced days sales outstanding and invoice disputes, the Ariba Network drives a more efficient procurement cycle and positive customer experience
- With the Ariba Network supporting global integration capabilities, HP can capitalize on business anywhere and meet customer integration requirements

**“The Ariba Network is the leading B2B network for our customers. A range of features and functionality facilitates collaboration with our Ariba customers. We consider the Ariba Network a model in the industry.”**

Tom Cline, Manager eBusiness, PSG Volume Sales,  
Hewlett Packard