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Connect with potential customers who are ready to buy.

This Quick Start Guide will help you build relationships and find new business opportunities with leading purchasing organizations using the Ariba Discovery™ service.

GETTING STARTED

Register to gain access to Ariba’s community of active buyers. It’s quick and simple! Just log on to <http://discovery.ariba.com> to get started. For maximum exposure and enhanced profile opportunities, sign up for the ADVANTAGE package by clicking on the *SUBSCRIPTIONS* tab.

- Click on the *I'M SELLING* tab to register your company.
- Enter your Company Name and Email Address, then hit the *REGISTER NOW* button.

Enter Your Ariba Commerce Cloud Information

1 Enter basic company information

* Indicates a required field

Company Name * [John Francis Landscaping]

Country * [United States [USA]] If your company has more than one office, enter the main office address. You can shipping address, billing address or other addresses later in your company profile.

Address * [277 Indianwood Road]
Line 2
Line 3

City * [Daphne]

State * [Alabama]

Zip * [94355]

Product and Service Categories * [Enter Product and Service Categories]
[Landscaping services x]

Ship-to or Service Locations * [Enter Ship-to or Service Location]
[Alabama - United States x]

Tax ID Optional Enter your nine-digit Company Tax ID number.

DUNS Number [458667899] Enter the nine-digit number issued by Dun & Bradstreet.

2 Enter user account information

* Indicates a required field

Name * [John] [Francis] Ariba Privacy Statement

Email * [jfr@jfls.com]
 Use my email as my username

Username * [jfr@jfls.com] Must be in email format (e.g. john@newco.com)

Password * [*****] Must contain a minimum 8 characters including letters and numbers.

Secret Question * [In what city was your mother born?] In case you forget your password, you can retrieve your password by using your s
[*****]
[*****]

Language * [English] The language used when Ariba sends you configurable notifications. This is different setting, which controls the user interface and actions you initiate there. If you are the preferred language setting, this controls the section headings and field labels on your Fax.

By clicking the Continue button you expressly agree and understand that your data entered into this system may be transferred outside the European Union or other jurisdiction where you are located, as further detailed in our privacy policy. You have the right to access and modify your personal data from within the application or by contacting Ariba, Inc., as set forth in such policy.

Ariba will make your company profile, which includes the basic company information, available for new business opportunities to other companies. If you want to hide your company profile, [click here to learn more](#).

I have read and agree to the Terms and Conditions

Under *PRODUCT AND SERVICE CATEGORIES*, type in keywords to pull up options for classifying the products or services your company sells, or click *BROWSE* to scroll through product and service category lists and make appropriate selections.

Helpful Tip: Buyer RFI/RFQ postings will be matched to the product and service categories you select. Choose categories rather than the exact products or services by name (for example, “beverages” rather than “soft drinks”). If your products or services can be classified in multiple ways, select all possible categories to ensure better matches.

Under *SHIP-TO OR SERVICE LOCATIONS*, type in your location and click the *ADD* button, or use the *BROWSE* button to let buyers know all geographic areas your company serves.

Add your *TAX ID* and Dun & Bradstreet *D-U-N-S® NUMBER* to help buyers get relevant information about your company. D&B credit scores are sent automatically to buyers along with any RFI/RFQ responses. This information will also be displayed on your profile on the buyer preview pages.

Fill in your *USER ACCOUNT INFORMATION* so Ariba Discovery can send you new business leads and messages from buyers by email. Remember to add Ariba Discovery to your email program’s safe sender list to ensure messages and notifications are delivered to your inbox.

ENHANCE YOUR PROFILE

Update and enhance your profile to increase your credibility and capture new business opportunities.

After logging in, you can manage or edit your profile, upgrade to an Advantage or Advantage Plus subscription to increase your marketing exposure, or invite references, among other actions. Start by clicking on *PROFILE* and then *EDIT PROFILE* on your screen.

Select *BASIC*, *BUSINESS*, *MARKETING*, *CONTACTS*, *CERTIFICATIONS*, or *ADDITIONAL DOCUMENTS* tabs to add additional information to be displayed to prospective buyers.

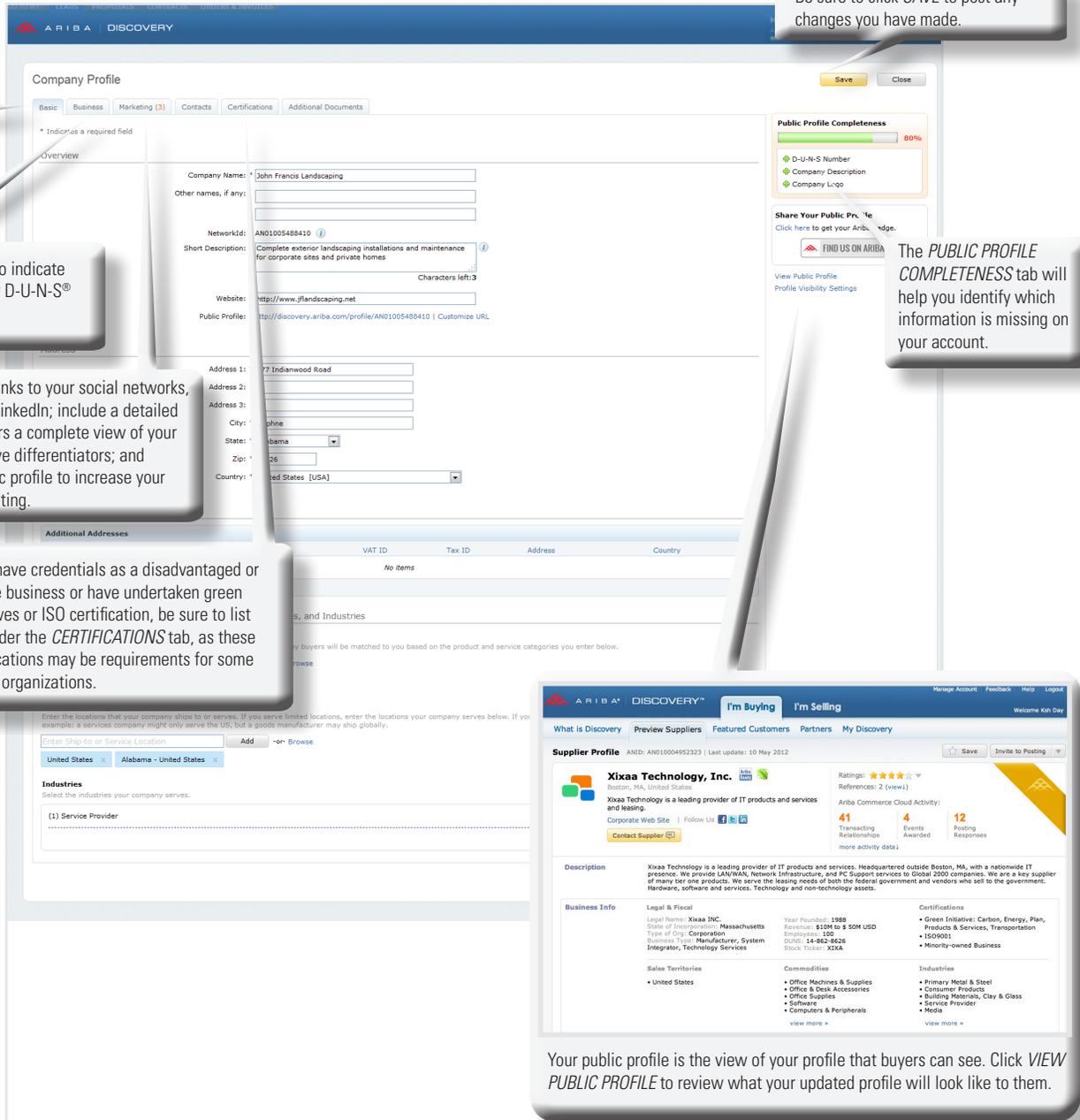
Under the *BUSINESS* tab, be sure to indicate company size, employees, and your D-U-N-S[®] number and tax ID.

Under the *MARKETING* tab, add links to your social networks, including Facebook, Twitter, and LinkedIn; include a detailed company description to give buyers a complete view of your products, services, and competitive differentiators; and add the Ariba Badge to your public profile to increase your exposure for search engine marketing.

If you have credentials as a disadvantaged or diverse business or have undertaken green initiatives or ISO certification, be sure to list this under the *CERTIFICATIONS* tab, as these qualifications may be requirements for some buying organizations.

Be sure to click *SAVE* to post any changes you have made.

The *PUBLIC PROFILE COMPLETENESS* tab will help you identify which information is missing on your account.



Company Profile

Basic | Business | Marketing (3) | Contacts | Certifications | Additional Documents

* Indicates a required field

Overview

Company Name: John Francis Landscaping

Other names, if any:

NetworkId: AN01005488410

Short Description: Complete exterior landscaping installations and maintenance for corporate sites and private homes

Website: http://www.jflandscaping.net

Public Profile: http://discovery.ariba.com/profile/AN01005488410 | Customize URL

Address 1: 77 Indianwood Road

Address 2:

Address 3:

City: John

State: Alabama

Zip: 36826

Country: United States (USA)

Public Profile Completeness 80%

- D-U-N-S Number
- Company Description
- Company Logo

Share Your Public Profile

Click here to get your Ariba Badge.

FIND US ON ARIBA

View Public Profile | Profile Visibility Settings

Additional Addresses

VAT ID	Tax ID	Address	Country
No items			

Industries

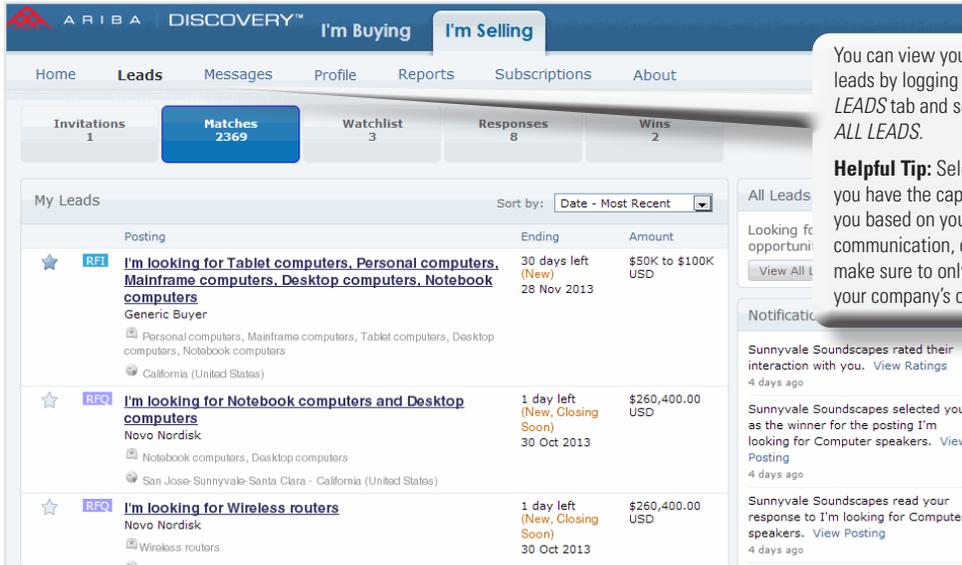
Select the industries your company serves.

(1) Service Provider

Your public profile is the view of your profile that buyers can see. Click *VIEW PUBLIC PROFILE* to review what your updated profile will look like to them.

RESPOND TO RFI/RFO POSTINGS

You can respond to RFI/RFO postings that have been matched to your company's capabilities. You and the sales contacts listed on your account will be notified by email if your company is matched to a buyer RFI/RFO posting.



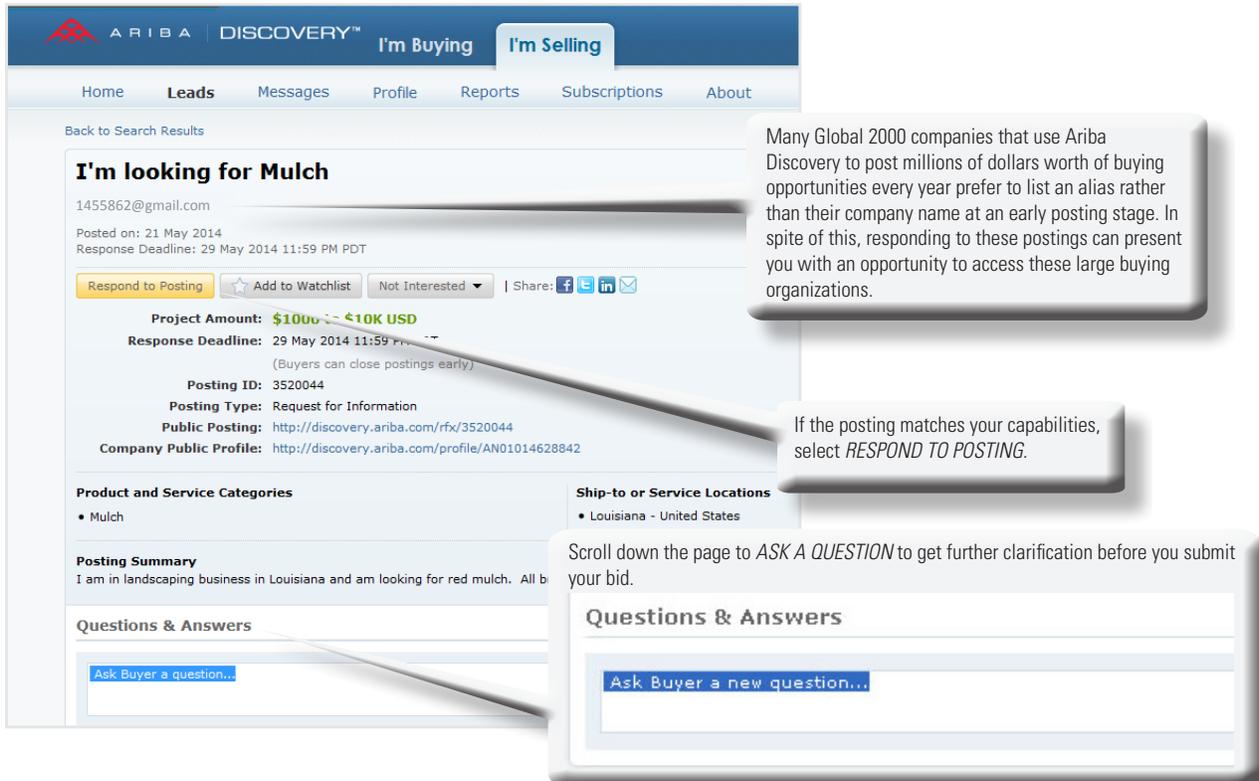
The screenshot shows the 'I'm Selling' section of the Ariba Discovery interface. At the top, there are navigation tabs for 'Home', 'Leads', 'Messages', 'Profile', 'Reports', 'Subscriptions', and 'About'. Below these are statistics for 'Invitations' (1), 'Matches' (2369), 'Watchlist' (3), 'Responses' (8), and 'Wins' (2). The main area is titled 'My Leads' and contains a table of lead postings. The table has columns for 'Posting', 'Ending', and 'Amount'. Three lead postings are visible:

Posting	Ending	Amount
RFI I'm looking for Tablet computers, Personal computers, Mainframe computers, Desktop computers, Notebook computers Generic Buyer Personal computers, Mainframe computers, Tablet computers, Desktop computers, Notebook computers California (United States)	30 days left (New) 28 Nov 2013	\$50K to \$100K USD
RFQ I'm looking for Notebook computers and Desktop computers Novo Nordisk Notebook computers, Desktop computers San Jose-Sunnyvale-Santa Clara - California (United States)	1 day left (New, Closing Soon) 30 Oct 2013	\$260,400.00 USD
RFQ I'm looking for Wireless routers Novo Nordisk Wireless routers	1 day left (New, Closing Soon) 30 Oct 2013	\$260,400.00 USD

On the right side, there are sections for 'All Leads', 'Looking for opportunities', and 'Notifications'. A callout box points to the 'Leads' tab, stating: 'You can view your matched leads or search for other leads by logging in to your account, then clicking the LEADS tab and selecting either MATCHED LEADS or ALL LEADS. Helpful Tip: Select the RFI/RFO postings that you have the capabilities to meet. Buyers can rate you based on your response, overall performance, communication, credibility, reliability, and quality – so make sure to only respond to postings that fully match your company's offerings.'

SELECT AN APPROPRIATE POSTING

Once you have decided on an appropriate RFI/RFO you can then follow the steps to submit your response.



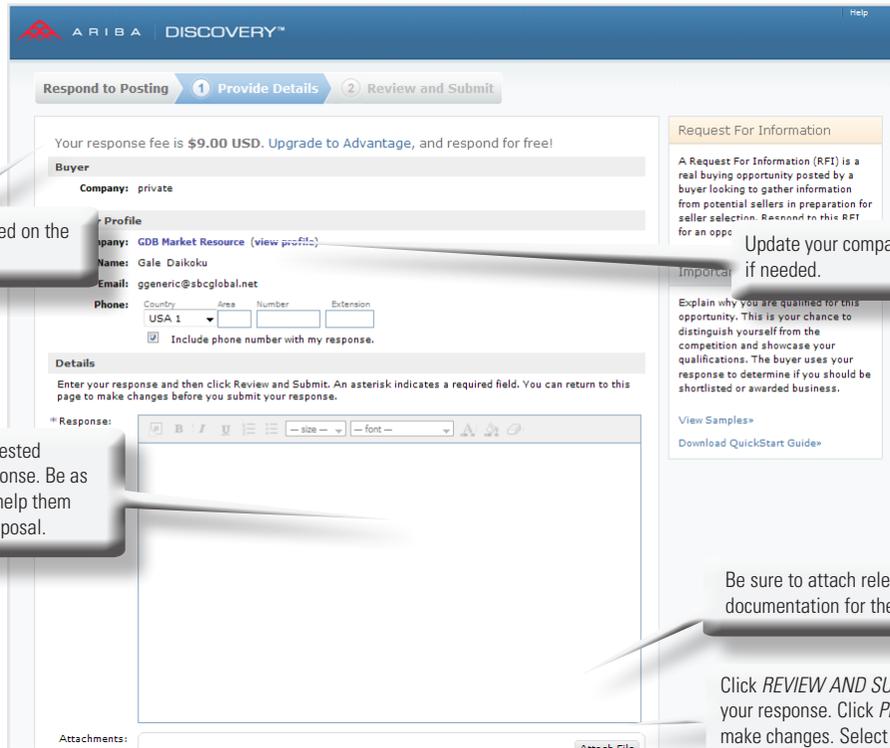
The screenshot shows a detailed view of a posting titled 'I'm looking for Mulch'. The posting details include:

- Contact: 1455862@gmail.com
- Posted on: 21 May 2014
- Response Deadline: 29 May 2014 11:59 PM PDT
- Buttons: Respond to Posting, Add to Watchlist, Not Interested, Share (Facebook, LinkedIn, Email)
- Project Amount: \$100K to \$10K USD
- Response Deadline: 29 May 2014 11:59 PM PDT (Buyers can close postings early)
- Posting ID: 3520044
- Posting Type: Request for Information
- Public Posting: http://discovery.ariba.com/rfx/3520044
- Company Public Profile: http://discovery.ariba.com/profile/AN01014628842
- Product and Service Categories: Mulch
- Ship-to or Service Locations: Louisiana - United States
- Posting Summary: I am in landscaping business in Louisiana and am looking for red mulch. All b...
- Questions & Answers: Ask Buyer a question...

Callout boxes provide additional information:

- 'Many Global 2000 companies that use Ariba Discovery to post millions of dollars worth of buying opportunities every year prefer to list an alias rather than their company name at an early posting stage. In spite of this, responding to these postings can present you with an opportunity to access these large buying organizations.'
- 'If the posting matches your capabilities, select RESPOND TO POSTING.'
- 'Scroll down the page to ASK A QUESTION to get further clarification before you submit your bid.'

SUBMIT YOUR RESPONSE



Respond to Posting 1 Provide Details 2 Review and Submit

Your response fee is **\$9.00 USD**. Upgrade to Advantage, and respond for free!

Buyer

Company: private

Profile

Company: **GDB Market Resource** (view profile)

Name: Gale Daikoku

Email: ggeneric@sbglobal.net

Phone: Country: USA 1 Area: Number: Extension: Include phone number with my response.

Details

Enter your response and then click Review and Submit. An asterisk indicates a required field. You can return to this page to make changes before you submit your response.

* Response:

Attachments:

Request For Information

A Request For Information (RFI) is a real buying opportunity posted by a buyer looking to gather information from potential sellers in preparation for seller selection. Respond to this RFI for an oppo

Update your company information if needed.

Important

Explain why you are qualified for this opportunity. This is your chance to distinguish yourself from the competition and showcase your qualifications. The buyer uses your response to determine if you should be shortlisted or awarded business.

[View Samples](#)

[Download QuickStart Guide](#)

Be sure to attach relevant documentation for the buyer's review.

Click REVIEW AND SUBMIT to review your response. Click PREVIOUS to make changes. Select SUBMIT when you are done.

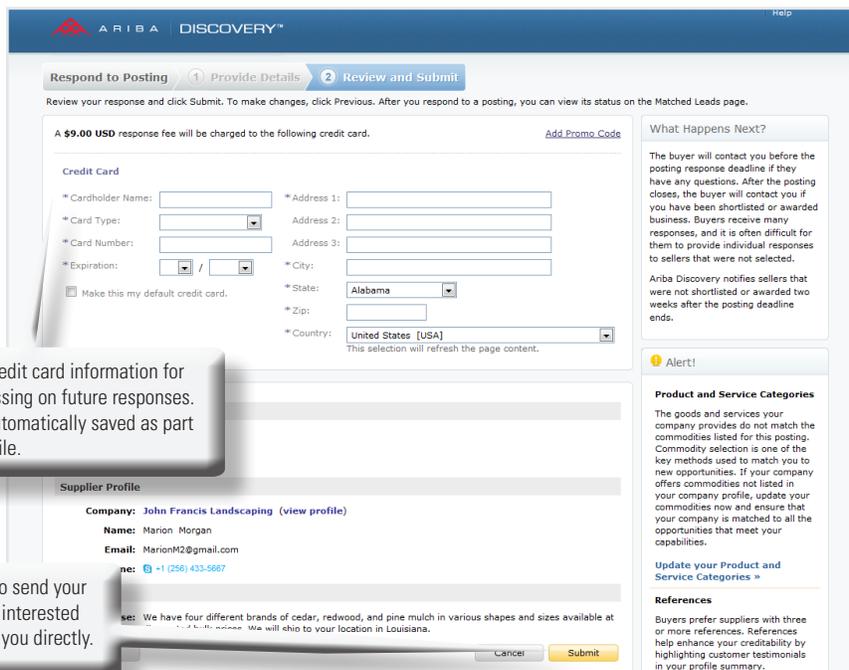
The response fee is based on the value of the posting.

Include the buyer's requested information in your response. Be as detailed as possible to help them better evaluate your proposal.

Be sure to attach relevant documentation for the buyer's review.

Click REVIEW AND SUBMIT to review your response. Click PREVIOUS to make changes. Select SUBMIT when you are done.

You will be prompted to include a valid credit card and corresponding payment information to complete your response. The fee to respond is based on your package level. Response fees for Standard sellers are based on the posting deal size: Free up to \$1,000 USD; \$19 up to \$50,000 USD; \$49 up to \$100,000 USD; \$119 up to \$1,000,000 USD; and \$149 over \$1,000,000 USD. Upgrading to the Advantage or Advantage Plus package offers free responses and other marketing opportunities that can pay off quickly in added new business.



Respond to Posting 1 Provide Details 2 Review and Submit

Review your response and click Submit. To make changes, click Previous. After you respond to a posting, you can view its status on the Matched Leads page.

A **\$9.00 USD** response fee will be charged to the following credit card. [Add Promo Code](#)

Credit Card

* Cardholder Name: * Address 1:

* Card Type: * Address 2:

* Card Number: * Address 3:

* Expiration: / * City:

Make this my default credit card. * State: Alabama * Zip:

* Country: United States (USA) This selection will refresh the page content.

What Happens Next?

The buyer will contact you before the posting response deadline if they have any questions. After the posting closes, the buyer will contact you if you have been shortlisted or awarded business. Buyers receive many responses, and it is often difficult for them to provide individual responses to sellers that were not selected.

Ariba Discovery notifies sellers that were not shortlisted or awarded two weeks after the posting deadline ends.

Alert!

Product and Service Categories

The goods and services your company provides do not match the commodities listed for this posting. Commodity selection is one of the key methods used to match you to new opportunities. If your company offers commodities not listed in your company profile, update your commodities now and ensure that your company is matched to all the opportunities that meet your capabilities.

[Update your Product and Service Categories](#)

References

Buyers prefer suppliers with three or more references. References help enhance your credibility by highlighting customer testimonials in your profile summary.

Supplier Profile

Company: **John Francis Landscaping** (view profile)

Name: Marion Morgan

Email: MarionM2@gmail.com

Phone: +1 (256) 433-5667

Address: We have four different brands of cedar, redwood, and pine mulch in various shapes and sizes available at our location. We will ship to your location in Louisiana.

Add your credit card information for easy processing on future responses. It will be automatically saved as part of your profile.

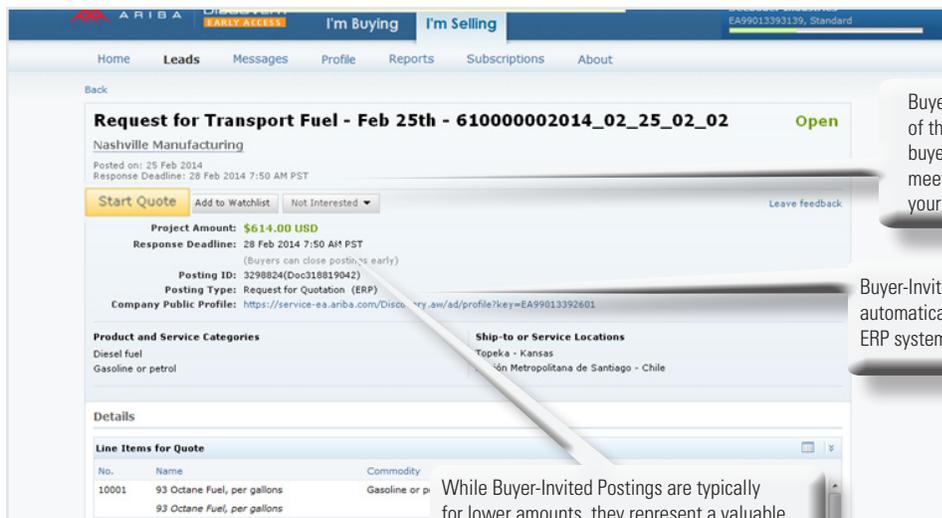
Click the SUBMIT button to send your response. Buyers who are interested in proceeding will contact you directly.

VIEW LEAD ACTIVITY

Lead detail and summary information allows you to track your sales opportunities easily in one place. Under the *I'M SELLING* tab, click *PROFILE* to see a summary of the leads that have been matched to your business. (You can also view your leads by clicking the *LEADS* tab and then selecting *MATCHED LEADS* in the dropdown.) Under *PROFILE ACTIVITY*, you can see how many people have viewed your profile.

RESPOND TO BUYER-INVITED POSTINGS

The Ariba Spot Quote solution enables buying organizations to send you Buyer-Invited Postings, where you're invited to bid on a Spot Quote opportunity because you are already a seller in the buyer's ERP system and/or they have specifically selected you to participate. These postings are for tactical purchases or "spot buys"—one-time, unplanned, or immediate purchases where business is awarded quickly, usually in the form of a purchase order sent directly to the winning seller.



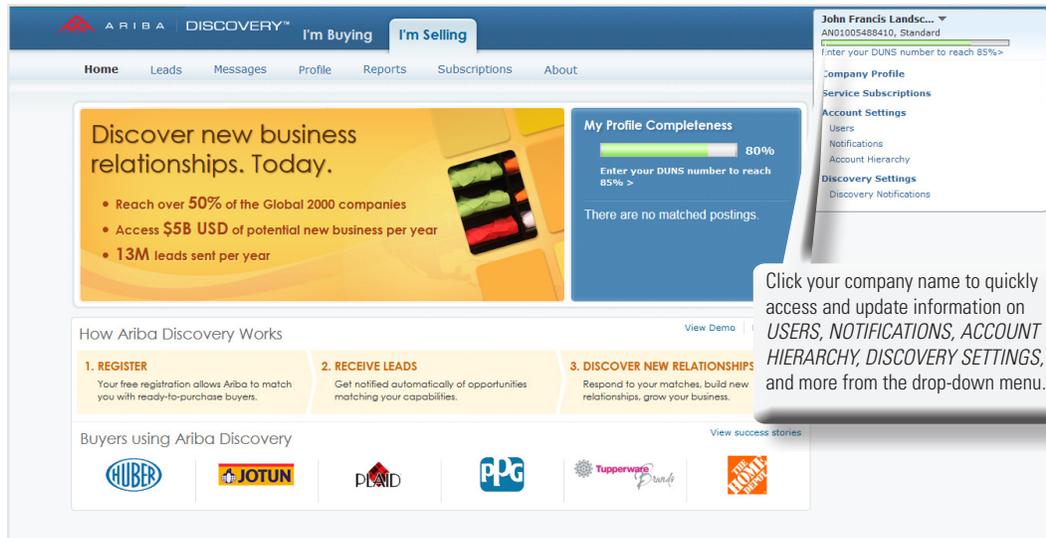
Buyer-Invited Postings typically have a close date of three days or less from when they are sent, and buyers are willing to award business quickly if you meet the criteria, so be sure to respond promptly for your chance to win the bid.

Buyer-Invited Postings are sent automatically through the buyer's ERP system.

While Buyer-Invited Postings are typically for lower amounts, they represent a valuable chance to get a foot in the door with large buying organizations, which could lead to future opportunities. You can respond to the first five Buyer-Invited Postings free; after that, the response fee is 9 USD for deal sizes over 1,000 USD.

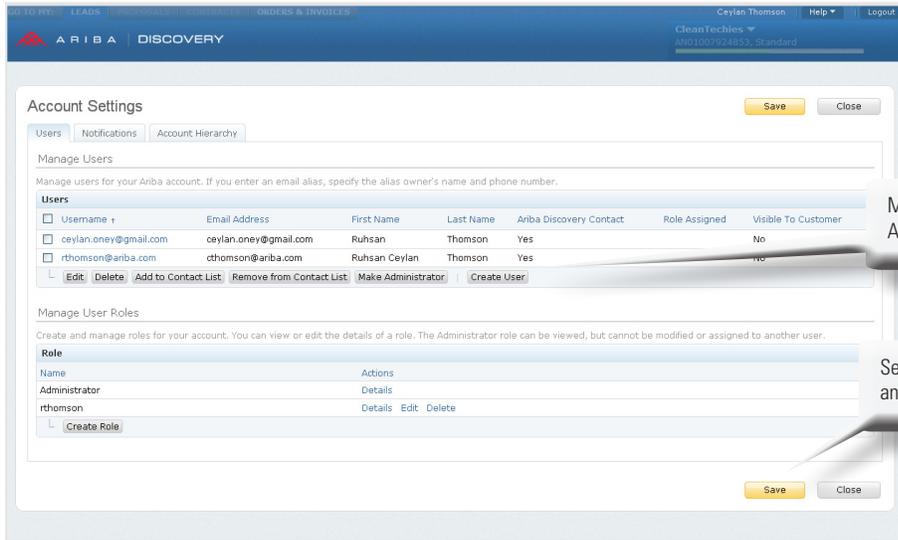
MANAGE YOUR ACCOUNT

Use the administration navigator tab in the upper right-hand corner of your screen to quickly update key information regarding your account.



The screenshot displays the Ariba Discovery 'I'm Selling' user interface. At the top, there is a navigation bar with 'Home', 'Leads', 'Messages', 'Profile', 'Reports', 'Subscriptions', and 'About'. A user profile dropdown menu is open in the top right corner, showing the user's name 'John Francis Landsc...', a unique identifier 'AND1005488410, Standard', and a progress indicator 'Enter your DUNS number to reach 85%>'. Below this, the menu lists several administrative options: 'Company Profile', 'Service Subscriptions', 'Account Settings' (with sub-items 'Users', 'Notifications', and 'Account Hierarchy'), and 'Discovery Settings' (with sub-item 'Discovery Notifications'). A callout box points to the user name, stating: 'Click your company name to quickly access and update information on **USERS, NOTIFICATIONS, ACCOUNT HIERARCHY, DISCOVERY SETTINGS,** and more from the drop-down menu.'

The main content area features a promotional banner for 'Discover new business relationships. Today.' with bullet points: 'Reach over 50% of the Global 2000 companies', 'Access \$5B USD of potential new business per year', and '13M leads sent per year'. To the right, a 'My Profile Completeness' widget shows a progress bar at 80% and prompts the user to 'Enter your DUNS number to reach 85% >'. Below the banner, a 'How Ariba Discovery Works' section outlines three steps: 1. REGISTER, 2. RECEIVE LEADS, and 3. DISCOVER NEW RELATIONSHIPS. At the bottom, a 'Buyers using Ariba Discovery' section displays logos for Huber, Jotun, Plaid, PPG, Tupperware Brands, and The Home Depot.

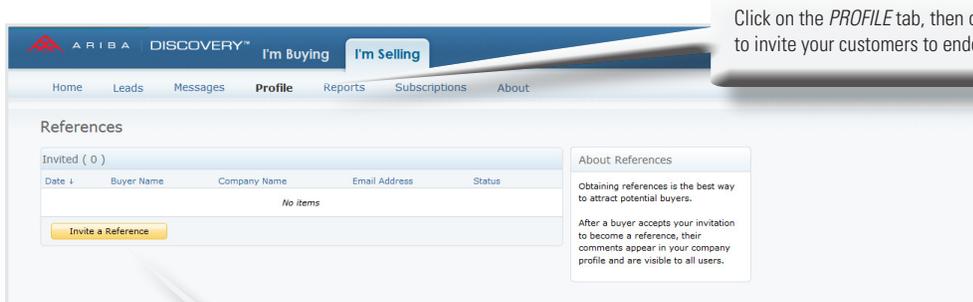


Manage all the access privileges around your Ariba Discovery account.

Select **SAVE** to record your changes and update your account.

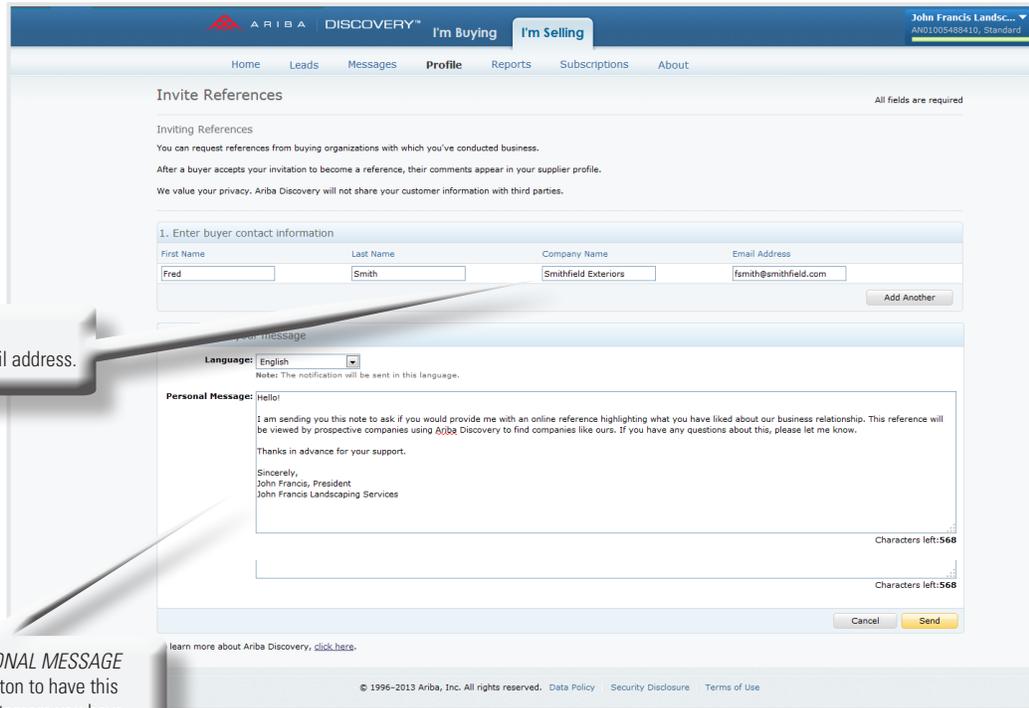
INVITE CUSTOMER REFERENCES

References help strengthen the credibility of your posting responses; be sure to invite buyers who have worked with you to leave feedback on Ariba Discovery.



Click on the **PROFILE** tab, then on **REFERENCES** to invite your customers to endorse you.

Select **INVITE A REFERENCE** to list the emails of your references with a customizable email letter.



Enter the *BUYER CONTACT INFORMATION*, including email address.

Customize the *PERSONAL MESSAGE* and hit the *SEND* button to have this email sent to the customers you have listed. All buyer references received will appear in your seller profile.

About Ariba, an SAP Company

Ariba is the world's business commerce network. Ariba combines 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 the 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 the Ariba Network to simplify inter-enterprise commerce and enhance the results that they deliver. Join them at: www.ariba.com