Feature at a Glance
Ariba Network supplier profile: category/location enrichment popup

Richard Vermeij, SAP Ariba
Target GA: August, 2019

THE BEST RUN

Feature at a Glance

Introducing: **Ariba Network supplier profile: category/location enrichment popup**

Customer challenge

When buyers invite suppliers to register on Ariba Network in order to participate in the digital transformation of their procurement & commerce relationship, the supplier user creating the (free) supplier account often skips selecting the product/service categories and ship-to locations as part of their profile. This makes it harder for other buyers to search/discover these suppliers, and also does not enable Ariba Discovery to match posted leads to the supplier. Both results in missed business opportunities.

Meet that challenge with
SAP Ariba

This Ariba Network release introduces a popup on the home page after the supplier user has logged in, to remind the user to enrich the supplier profile with product/service category and ship-to location information if it is still empty. The user can opt to directly update the profile, to be reminded after three subsequent logins, or to not be shown the popup again.

Experience key benefits

A few clicks from supplier user to fill out at least one relevant product/service category and one ship-to location results in a richer supplier profile, which is searchable and visible to thousands of buyer users on Ariba Network and in all Ariba buying applications.
It makes it easier for buyer to search, and therefore for supplier to be found.
And it increases the possibility for a supplier of being matched for Discovery postings ("leads"), therefore increases revenue opportunity.

Solution area

Ariba Network supplier; both standard and enterprise account.

Note: This pop-up does not display for supplier users who are registered on SAP Ariba Discovery, as provision of this information is already mandatory when registering on SAP Ariba Discovery.

Implementation information

This feature is automatically on for all customers with the applicable solutions and is ready for immediate use.
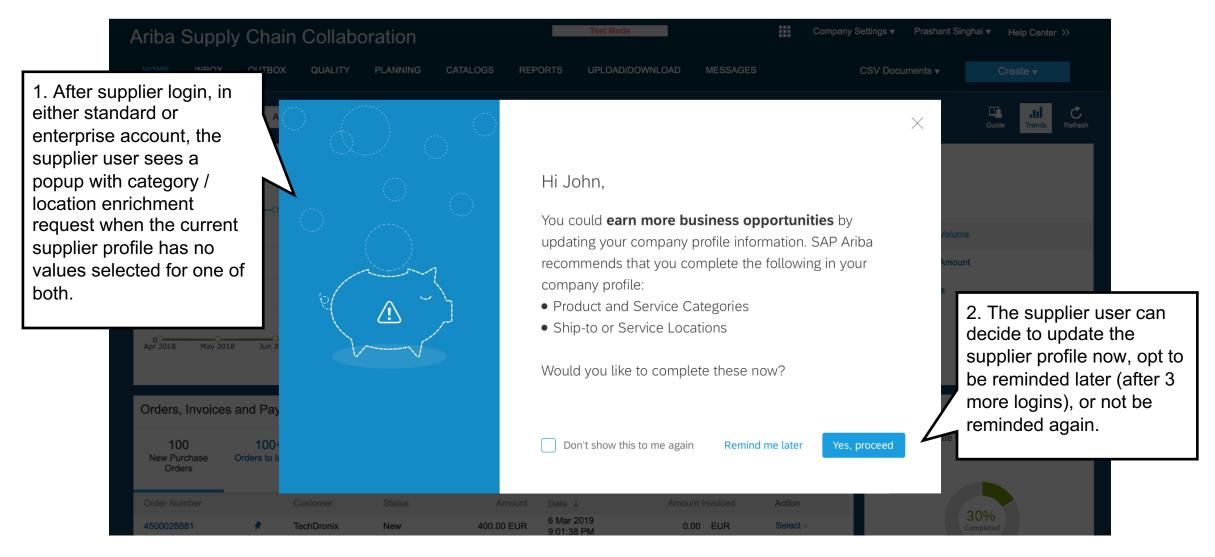
Prerequisites and Restrictions

This feature applies only to Ariba Network supplier users who have the Company Information permission assigned to them and who are in organizations that have not entered product or service category and ship-to or service location information in their profile.

Feature at a Glance

Introducing: **Ariba Network supplier profile: category/location enrichment popup**

1. After supplier login, in either standard or enterprise account, the supplier user sees a popup with category / location enrichment request when the current supplier profile has no values selected for one of both.

Hi John,

You could **earn more business opportunities** by updating your company profile information. SAP Ariba recommends that you complete the following in your company profile:

- Product and Service Categories
- Ship-to or Service Locations

Would you like to complete these now?

☐ Don't show this to me again   Remind me later   Yes, proceed

2. The supplier user can decide to update the supplier profile now, opt to be reminded later (after 3 more logins), or not be reminded again.

Feature at a Glance

Introducing: **Ariba Network supplier profile: category/location enrichment popup**