



Feature at a Glance

Trading Partner Marketing Profile

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Feature at a Glance

Introducing: Trading Partner Marketing Profile

Ease of implementation



Low touch / simple

Geographic relevance



Global

Customer challenge

As a supplier on the Business Network, it can be difficult to stand out and gain new business opportunities from buyers. Buyers often can't easily identify new and innovative sources of supply and suppliers can't fully leverage the breadth and depth of the network to reach new business opportunities.

Meet that challenge with SAP Ariba

By consolidating relevant information about the supplier's profile into a single place, the marketing profile on the SAP Business Network is offering an efficient way of updating & managing information that helps suppliers improve their visibility amongst buyers and showcase their uniqueness to prospects.

Experience key benefits

- Give trading partners more business opportunities through website traffic and contact requests
- Trading partners can update their business profile with their business capabilities, competitive edge and other highlights that set them apart from the rest
- Trading partners can control whether or not they wish to show in search results

Solution area

Ariba Network

Implementation information

This feature is **automatically on** for all suppliers with the applicable solutions and is ready for immediate use.

Prerequisites and Restrictions

- The new Marketing profile does not support rich text formatting. Any rich text in the Company description from the legacy Company profile is lost when edited in the new Marketing profile.
- Your Address, Certifications, and company logo are displayed in but can not currently be edited from the Marketing profile. Edit your Address, Certifications, and company logo from the Company profile.
- You must have the Company Information permission to edit the Marketing profile.
- Buyer search based on the marketing profile is planned for future release.

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Introducing: Trading Partner Marketing Profile

To access the marketing profile, Click the **Account Settings** icon (green circle) on top right corner, and choose **Marketing Profile**.

Suppliers can update and maintain information in the marketing profile about their business, including products and services offered, service locations, and highlights of their accomplishments and values.

- Clicking on the **Show in-public search** toggle will adjust whether your profile will be shown in buyer search results.
- Clicking on the pencil icon will allow editing of the field values.

The image shows a composite of two screenshots from the SAP Business Network interface. On the left, a user's account settings menu is open, showing options like 'My Account', 'Link User IDs', 'Contact Administrator', 'Switch to Test Account', 'Company Profile', 'Marketing Profile' (highlighted with a red box), 'Service Subscriptions', 'Settings', and 'Logout'. On the right, the 'Trading partner profile' page for 'Globally Carrier, Inc.' is displayed. The profile includes a 'Show in public search' toggle (labeled 'a') and a pencil icon for editing (labeled 'b'). The profile details include company information, employee count, revenue, and various certifications and categories.

Account Settings Menu:

- John Miller
john.miller@abc.com
- My Account
- Link User IDs
- Contact Administrator
- Switch to Test Account
- ABC Company
ANID: AN100000020000-T
Premium Package
- Company Profile
- Marketing Profile**
- Service Subscriptions
- Settings >
- Logout

Trading Partner Profile: Globally Carrier, Inc.

www.globallycarrier.com · ANID: AN01009860685 · DUNS: 12345678900

The largest woman-owned third-party logistics (3PL) company in the United States. We provide integrated logistics solutions that include distribution and eCommerce fulfillment, comprehensive transportation management services, material ... [Read more](#).

Employee: 1000 | Founded: 1995 | Other names: Globally Logistic Carrier

Business type: Logistic solutions +2 | Revenue: 12M | Address: Illinois, United States

Certifications:

- Diversity: Minority-Owned Business
- Green Initiative: Plan, Products & Services, Energy, Carbon
- ISO: ISO 9000 Certified (Quality Management - Fundamentals And Vocabulary)

Categories: Tilt trucks, Road cargo transport, Hand trucks or accessories, Pallet trucks, Cargo

Service locations: North Carolina, Indiana, Wyoming, Northern Mariana Island, Guam

Industries: North Aerospace & Defense, Building Materials, Clay & Glass, Public Sector, Service Provider, Transportation & Storage

Company keywords: Air freight, Cargo freight logistics, Container load shipping, Courier cargo, Freight LTL, Freight forwarder, Shipping