What's New In the August 2023 Release for Suppliers

Previously known as SAP Ariba Discovery, the leads generation tool is **rebranded to SAP Business Network Discovery** and will introduce a **new user experience** to help you get matched with higher quality leads and respond faster to business opportunities.

OVERVIEW

What is SAP Business Network Discovery?

SAP Business Network Discovery is the premier service for matching global corporate buyers and suppliers on the business commerce network trusted by millions of companies across 190 countries. In 2022 alone, buyers on SAP Business Network Discovery posted US$69 billion in annual business opportunities and millions of suppliers generated new leads. SAP Business Network Discovery helps suppliers build relationships with real decision makers in leading buying organizations and delivers high quality sales opportunities faster than other traditional lead generation methods.

What is new in the August 2023 release?

- Refreshed user experience in SAP Business Network with a dashboard to manage leads, respond to postings, and maintain your profile
- Improved notifications to keep you better informed throughout the RFI process
- Defined time and date for response and decision deadlines, all displayed in the user's local system's time zone
- SAP Ariba Discovery is rebranded to SAP Business Network Discovery

What are the associated costs of SAP Business Network Discovery?

SAP Business Network is free for both buyers and suppliers. Buyers can create postings and suppliers can respond to postings at no cost.

Where do SAP Business Network leads come from?

There are many ways in which suppliers will receive a lead from buyers. Buyers can invite suppliers to participate in sourcing events and respond to RFQ's from their SAP ERP via direct integration with SAP Business Network Discovery. They can also create opportunities through integration with SAP Ariba Strategic Sourcing. Lastly, buyers can post RFI's through SAP Business Network Discovery itself.
All opportunities can be viewed in your lead management dashboard by logging into your SAP Business Network Trading Partner Portal, click on the "Discovery" tab, and selecting the "Leads" menu item.

How many buyers post opportunities to SAP Business Network Discovery?

As a supplier, you'll have access to opportunities from the entire SAP Business Network Discovery buyer community, representing global procurement and functional buyers. To illustrate the number of opportunities you could tap into, the monetary value of buyer postings in 2022 accumulated to US$69 billion in business opportunities. We are expecting more buyers and suppliers to join the network and use SAP Business Network Discovery in the coming years.

Why are we making this change?

SAP Business Network Discovery has been matching high quality leads with millions of suppliers for more than two decades. We are excited to now offer you the lead generation tools you enjoy in a refreshed and streamlined experience.

USER EXPERIENCE CHANGES

Why don't I see SAP Business Network Discovery in my SAP Business Network Trading Partner Portal?	The new SAP Business Network Discovery experience will be released in phases to groups of suppliers at a time. Enablement will begin in mid August and all suppliers will have access to the new experience by the end of October. Once your account is enabled, you'll be redirected to log into SAP Business Network if you visit the old SAP Ariba Discovery website URL. Another way to know when your account is enabled is if you see the "Discovery" tab in your SAP Business Network Trading Partner Portal.
Do I need a different SAP Business Network login?	You can use your existing SAP Business Network Discovery credentials to log into SAP Business Network. If you do not have a login, please contact your account administrator.
Why do I see both the old and new experiences when I click on different leads?	Your business opportunities come from multiple sources. Depending on where the lead originates, you may still see the previous SAP Business Network Discovery experience. Once all integrations have moved to the new experience, you will only see the refreshed view.
Why am I being asked to update my profile after responding to a lead?	If you've responded to a lead outside of your matched and invited leads, your profile may not contain the most up to date information. By updating your profile, you'll ensure that you don't miss out on relevant opportunities.

Can I still access the previous SAP Business Network Discovery experience?

When this release is enabled for your account, this will be your new user experience.

What happened to my current lead responses?

Your open responses will migrate to the new experience. From the leads management dashboard, when you click on a response, you will view it in the current SAP Business Network Discovery format.

Where is the Q&A section?

Later this year, the SAP Business Network messaging capability will replace the existing SAP Business Network Discovery Q&A format. During this time, please continue to use the existing SAP Business Network Discovery experience for Q&A with buyers.

Where are my ratings and references?

Your profiles on SAP Business Network Discovery and SAP Business Network will merge later this year. Until then, your ratings and references can still be viewed in the current SAP Business Network Discovery experience.

PROCESS CHANGES

Where do I access SAP Business Network Discovery?

From the homepage of the Trading Partner Portal, click on the "Discovery" tab. You can choose between "Posting" or "Leads". As a supplier, in addition to responding to leads, you can also create business postings like your buyers do. Select "Postings" to create an opportunity and receive responses from other suppliers. To view your leads and manage responses, click "Leads".

How do I manage my notifications?

To manage SAP Business Network Discovery notifications, click your initials at the upper right corner of your Trading Partner Portal homepage. From there, click "Settings" and then "Notifications" under "Account Settings". You can select General, Network, or Discovery to manage the notifications for each. To receive a daily digest of your activity and matches, enter your email address in the box on the right.

How do I respond to a lead?

To view and take action on a lead, you can either click the hyperlinked ID number of the lead or you can click the ellipses to the right of the listed lead under "Actions". The "Lead Details" page will show the lead type, dollar amount, response deadline, and other relevant information. At the top of the "Lead" page, you can respond, save, or dismiss the lead.

What information is in the leads management dashboard?

You can access the leads management dashboard by clicking on the "Discovery" tab on your Trading Partner Portal homepage. The leads management dashboard allows you to view and manage your active, matched, and saved leads. You can filter through your leads by using criteria such as ID number and customer name.

How can I update my SAP Business Network Discovery company profile?

Your existing profiles on SAP Business Network Discovery and SAP Business Network are linked. Please check your profile by clicking your initials at the top right corner of your Trading Partner Portal and select "Company Profile".
Please note that the "Company Profile" and "Marketing Profile" will be merged in a future release.

OPTIMIZING SAP BUSINESS NETWORK DISCOVERY

How can I get more business on SAP Business Network Discovery?

Maximize your success with the following best practices:

1. Maintain and update your profile information
   - The homepage of the SAP Business Network Trading Partner Portal will display a percentage of your profile completion. Having a more complete profile can improve the quality and quantity of your leads.

2. Review your product and service categories, ship-to and service locations, industries, and keywords. Accurate information will ensure high-quality matches.
   - Under your "Company Profile", click the "Basic" tab and scroll down

3. Keep your contact information current
   - Under your "Company Profile", click the "Contacts" tab

4. Strengthen your credibility by providing financial information and online references
   - Under your "Company Profile", click on the "Business" tab to add your business, financial, and tax information

5. Socialize your SAP Business Network Trading Partner Profile
   - From your "Company Profile", click the "Marketing" tab to add links to your social media channels so that buyers can engage with your activities

6. Designate a main contact for your SAP Business Network Discovery leads
   - Your account administrator can create a user and designate them as the main point of contact

7. Review your notification settings
   - Manage your notifications by clicking on "Settings" and selecting "Account Settings".