

How suppliers stand out on SAP Business Network

Find the right tools to grow your business

Suppliers connect with new customers every day on SAP Business Network. The SAP Business Network, promote subscription offers tools to help you expand your reach, stand out in search results, and better understand how your business is performing.

SAP Business Network bridges gaps between trading partners by enabling seamless transaction exchange, information sharing, and supplier discovery. Beyond just facilitating business, the network serves as a matchmaker, connecting organizations that need trusted and verified suppliers with those who meet their credential and product requirements. The promote subscription adds another layer of credibility through company verification and taps into intelligent matchmaking tools to guide new business connections.



Every supplier can begin with a free account, transacting and showcasing their business to thousands of buyers. But if you're ready to go further, the promote subscription unlocks advanced capabilities:

- A verified profile badge that appears in filtered buyer searches and SAP procurement applications to earn trust and stand out
- Access to high-quality lead matching, AI-assisted responses, and tools for managing buyer requests efficiently
- An extensive catalog experience with generative AI for product descriptions, open API integration, and analytics to optimize visibility and performance

These features work together to streamline how you present your products, respond to buyer requests, and track success, making it easier to focus on growth where it matters. Performance insights and keyword guidance help you understand and improve your network presence, with precision tools that help deliver real impact.

“We subscribed to the promote subscription to reach new buyers, are developing network catalogs, and using the insights to boost our visibility.”

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What's included with a promote subscription vs. an account without a promote subscription

Category	With promote subscription	Without promote subscription
Profile and visibility		
Verified profile badge	Feature a check mark on your profile page and buyer searches with business details verified by a third party.	-
Active supplier status	Show buyers you are already transacting on the network and ready to do business with a green “active supplier” icon on your profile.	-
Verified profile status	Appear in buyer searches filtered specifically for verified suppliers.	-
Marketing collateral on profile	Publish marketing resources on your profile to share more about your business.	-
Tools for higher search ranking	Improve your ranking with verified status, recommended keywords, and a completed profile.	-
Network catalog		
Unlimited publishing capabilities	Publish an unlimited number of products and services and make unlimited edits.	Up to 1,000 publishing edits
Generative AI to write product summaries and descriptions	Create polished product content faster.	-
Open APIs to upload product information	Import content directly from your product information management tool.	File upload only
Receive new orders through integration with SAP Ariba buying	Get orders directly from Ariba Buying customers.	-

Category

With promote subscription

Without promote subscription

Leads

Get matched to relevant buyer postings	Get leads when matched to opportunities based on your profile and catalog.	
Unlimited responses to buyer inquiries	Respond to RFIs from interested customers without limits.	Respond to up to 5 RFIs via profile and 5 RFIs via network catalog
Generative AI to write lead responses	Send curated responses faster and with higher quality.	-
Access all buyer postings on the network	View and respond to all opportunities posted by buyers.	View and respond to public sector postings only

Insights

Keyword recommendations for profile and catalog	Get suggestions for better matching to business opportunities.	-
Analytics on profile views and search appearances	See which geography buyers view your profile from and what terms they are using to find you.	Minimal – overview only
Analytics on product performance	Track trends and improvement areas using catalog data.	-
Analytics on Discovery leads	Monitor conversion rates and success metrics.	Minimal – overview only

Learn how the extensive capabilities of the [SAP Business Network, promote subscription](#) can help your business grow on the network.

To speak with an expert directly to learn how your business can achieve growth, contact the Supplier Growth Team [here](#).

Subscribe to Promote Now

Head to the Store tab of your account

 **Bring out your best.**