



PUBLIC

SAP Business Network, promote subscription

Frequently Asked Questions

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No Business Does Business Alone.

SAP Business Network is the largest B2B network in the world, with more than \$6 trillion in global commerce transactions in the last 12 months and hundreds of billions in opportunity posted on SAP Business Network Discovery over the last year. Establishing new business connections is time-consuming and expensive, but SAP Business Network, promote subscription offers a new solution.

Introducing: SAP Business Network, promote subscription

SAP Business Network, promote subscription offers advanced tools and capabilities to help suppliers better understand market opportunities, amplify their discoverability, and grow their business with new and existing relationships on SAP Business Network.

Subscription Benefits

1. What are the key benefits of SAP Business Network, promote subscription?

- a. Benefits include:
 - i. Understanding of market opportunities and improved performance on SAP Business Network
 - ii. Enhanced trustworthiness with prospective buyers
 - iii. Faster, more efficient lead responses
 - iv. Increased catalog visibility
 - v. Increased sales opportunity

2. Who can search SAP Business Network for suppliers and products & services?

- a. SAP buyers leverage SAP Business Network in two ways; either directly via the SAP Business Network portal or through their procurement applications, like SAP Ariba Sourcing, SAP Ariba Buying, or SAP Supplier Management. SAP continues to expand the buyer search audience and in 2025 will integrate SAP S/4 Hana buyers with SAP Business Network.

Subscription Features

3. What are the tools and capabilities included with the promote subscription?

- a. The key features of the subscription are:
 - i. Verified Status & Profile Badge
 - ii. Dedicated Insights & Analytics
 - iii. Ability to Search, Match, & Respond to Qualified Leads
 - iv. Enhanced SAP Business Network Catalog Tools
 - v. Generative AI

4. What does it mean to be Verified?

- a. Verification tells prospects and buyers you are who you say you are. Verification includes validating company details like entity name, tax identifiers, and address.

5. How do I get verified once I've purchased promote?

- a. Verify your company details by going to Account Settings and selecting Company Profile. 'Verify your Business' is under the Promote Suggestions section at the top of your profile.

6. Where does my verification status show up?

- a. Once you have verified your company profile, your badge will appear on your SAP Business Network profile, in search results, and in SAP buyer applications, like SAP Ariba Sourcing. This will give you an edge over non-verified suppliers as you'll be seen as more trustworthy and ready to do business on SAP Business Network.

7. I have multiple profiles and child accounts, do I need to purchase SAP Business Network, promote subscription for all of my accounts?

- a. The entitlements of SAP Business Network, promote subscription will cascade to the child accounts of a parent / child account hierarchy with the exception of company verification.
- b. More information on Account Hierarchies can be found here: [SAP Help Portal - SAP Business Network Account Hierarchies](#)

8. Are any of the promote subscription features available a la carte?

- a. SAP Business Network, promote subscription is thoughtfully packaged to help companies leverage tools and capabilities of the network to promote their businesses. Companies interested in the features must purchase the subscription; they are not available a la carte.

9. Are any of the features included in Enterprise account?

- a. The features of SAP Business Network, promote subscription are exclusive of Standard or Enterprise account types.

10. What is SAP Business Network Discovery?

- a. SAP Business Network Discovery is SAP's intelligent matchmaking solution. Leveraging the millions of suppliers on SAP Business Network, Discovery matches large, global buyers with suppliers ready to meet their needs. Discovery allows buyers to customize their search based on geographies, products & services, certifications, and more. Robust supplier profiles make it easy to quickly make a short list of the right suppliers. As a supplier, when you match to a private sector buyer posting, you'll receive a notification that you've matched to a new lead. If you have not yet subscribed to the promote subscription, you'll see a partial view of the posting and details. SAP Business Network, promote subscription is required to view the full posting details and respond to private sector postings. If the lead originated in SAP Ariba Sourcing and you are shortlisted, you will then be invited to participate in the Sourcing event. **Please note, for public sector postings, you will continue to be able to view the full posting and respond.

11. If I have already loaded my catalog items into SAP Business Network Catalog, will those still be searchable by buyers?

- a. If you have already loaded SKU's into SAP Business Network Catalog, those will remain visible to buyers. With both Standard and Enterprise account types, users will have the ability to take 1,000 total publishing actions with their Network Catalog to showcase their products and services. Your remaining publishing actions will display in the Network Catalog tab of the SAP Business Network portal. **Please note, a 'publishing action' refers to any instance of publishing or approving a product or service, which includes the initial

publishing, re-publishing, approving, or re-approving a product or service in SAP Business Network Catalog.

12. What is the difference between a private catalog and SAP Business Network catalog?

- a. Private catalogs are restricted to specific buyers as designated by the supplier. A public, network catalog is visible to all buyers once the items are published. Currently, private catalogs and SAP Business Network catalogs are supported in two ways, but the plan is to bring these together later in 2025.

13. Can an SAP Business Network catalog be created for specific buyers, geographies, or currencies?

- a. No, SAP Business Network catalogs are visible to all buyers.

14. Is pricing information required in SAP Business Network catalogs?

- a. No. Network catalogs may be loaded without pricing detail.

15. What Generative AI tools are available with promote subscription? Are there any special permissions or steps to access them?

- a. There are two Generative AI features with SAP Business Network, promote subscription:
 - i. Discovery response
 - ii. Network Catalog Product Description & Summary
- b. To turn on the Generative AI tools, the company administrator will need to go to Account Settings > Generative AI, select the features to enable, and click Apply.

General Availability

16. In what geographies will SAP Business Network, promote subscription be available?

- a. SAP Business Network, promote subscription will be available globally.

17. What users can purchase the new subscription? Is it limited to administrators only?

- a. Any user can purchase the promote subscription. In order to make changes to the Company Profile, complete verification, or manage SAP Business Network Discovery, additional permissions may be required. Your SAP Business Network company administrator can assist in granting the proper permissions. Please find more information [here](#). **Please note that child accounts in a parent / child hierarchy cannot purchase the subscription; the parent account will need to purchase in these cases.

18. When will the subscription be available for purchase?

- a. General availability will begin on February 26th and will be a phased release. All suppliers will have the entitlement to purchase the subscription by the end of March. Release phases are randomized.

19. How can I purchase the new subscription?

- a. Suppliers can purchase promote in a new check out experience, using credit cards for purchase where available. Look for the Store tab in the SAP Business Network portal.

20. What languages are available for the SAP Business Network store experience?

- a. At this time the in-app checkout is available in English only.

21. What is the pricing for the new promote subscription?

- a. SAP Business Network, promote subscription is offered as an annual subscription priced at \$1,200 USD per year. Subscriptions will automatically renew on the anniversary date of purchase with notification 30 days prior.

22. What currencies will be available?

- a. The following table shows the price of SAP Business Network, promote subscription (fixed by country) in the available currencies:

Currency	Final
USD	1,200
CAD	1,600
AUD	1,800
SGD	1,600
JPY	190,000
EUR	1,100
GBP	950
CHF	1,100
ZAR	22,000
BRL	6,500
CLP	1,100,000

23. Does the subscription impact Standard or Enterprise account?

- a. There is no commercial impact to Standard or Enterprise accounts.

24. Do I need to inform my buyers that I am now subscribing to promote?

- a. No, there is no need to inform your buyers that you are now subscribing to promote. SAP Business Network, promote subscription is designed to help suppliers derive additional value from the network by attracting new prospective customers. The subscription does not impact any current trading relationships. While informing buyers isn't required, buyers may see increased value from doing business with you as a subscriber. As an example, your SKU's loaded into SAP Business Network Catalog will be integrated with buying applications like SAP Ariba Buying, allowing your current buyers to purchase from expanded catalog offerings.

Resources

25. Where can I find more information about SAP Business Network, promote subscription?

- a. www.sap.com/promotesubscription
- b. [SAP Help Portal - SAP Business Network, promote subscription](#)

26. How do I set up users to edit my profile or respond to SAP Business Network Discovery leads?

- a. To edit your SAP Business Network Company Profile, users are required to have the 'Company Information' permission.
- b. To search, respond, and manage SAP Business Network Discovery leads, users are required to have the 'Create & Manage Discovery Postings' permission.
- c. [SAP Help Portal - SAP Business Network Users & Roles](#)

27. How do I get started with SAP Business Network Catalog?

- a. 'Product Manager' & 'Product Approver' roles are required to manage and approve products respectively in the SAP Business Network Catalog. A single user can be assigned both as manager and approver or a single user can be assigned to each role by your company's administrator.
- b. [SAP Help Portal - Getting Started with SAP Business Network Catalog](#)