



Feature at a GlanceTrading Partner Marketing Profile

Bert Freedman, SAP Ariba Target GA: February, 2022

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Feature at a Glance

Introducing: Trading Partner Marketing Profile

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.

Solution area

Ariba Network

Implementation information

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

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

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.

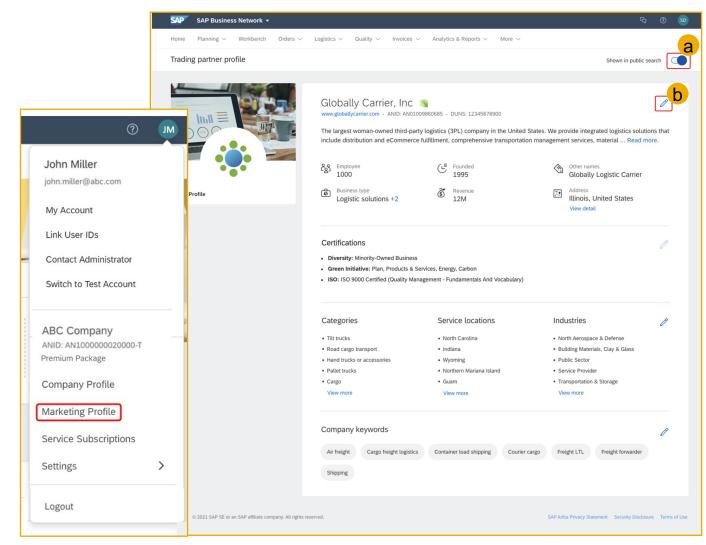
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To access the marketing profile, Click the **Account Settings** icon (green circle) on top right corner, and choose **Marketing Profile**.

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.

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



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