



SAP Ariba 

# Supplier Catalogs Overview

## Considerations and Best Practices

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April 1, 2019

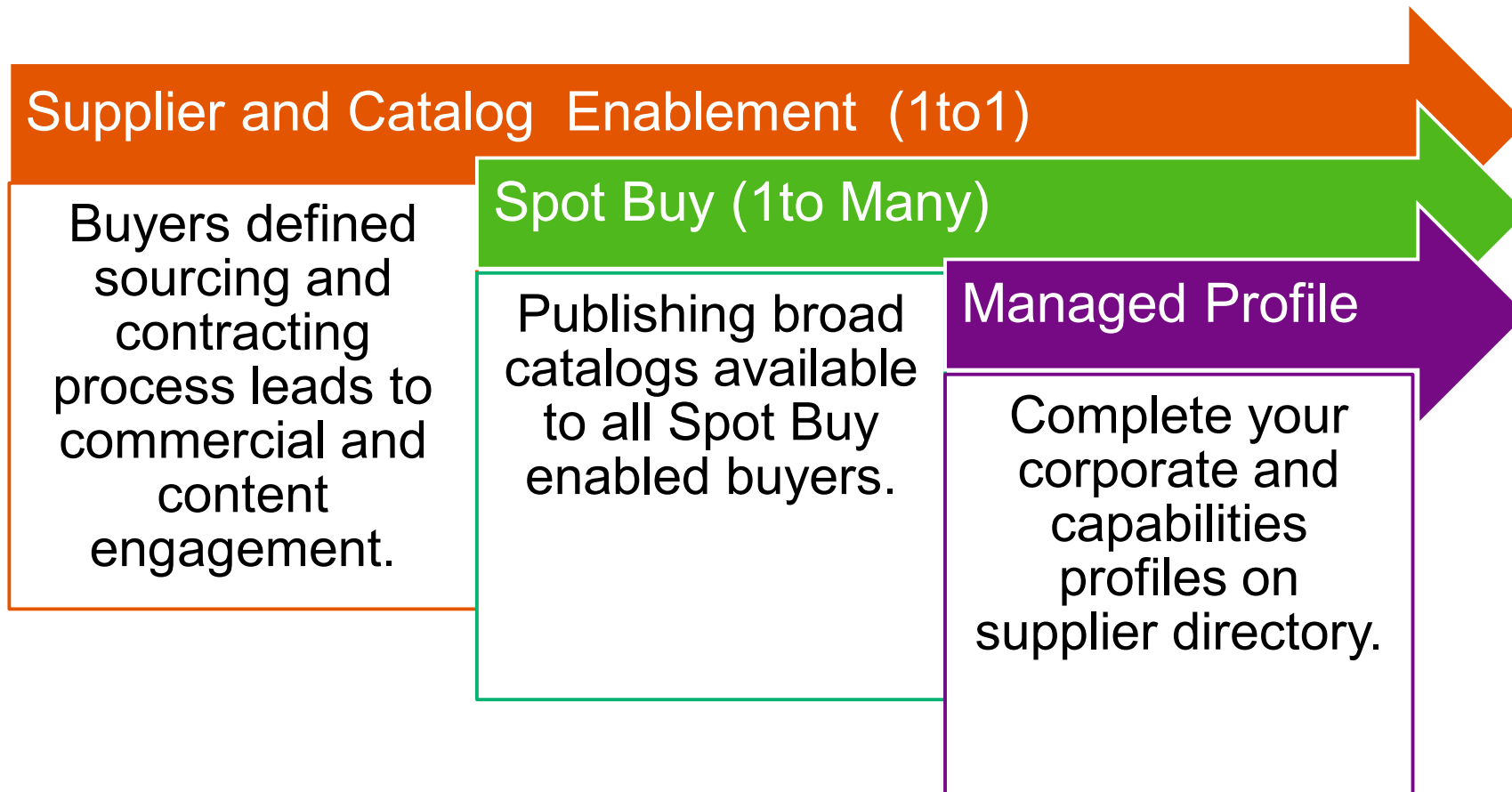
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# Agenda

## Introductions

- Catalog types and formats
- Publishing content for commerce
- Content in Ariba interfaces
- Q&A

# How You Integrate to The Network To Gain Traction and Commerce

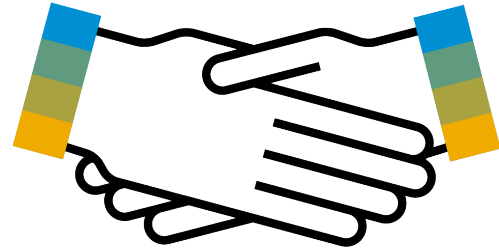


# The End User Lenses: The UI and UX



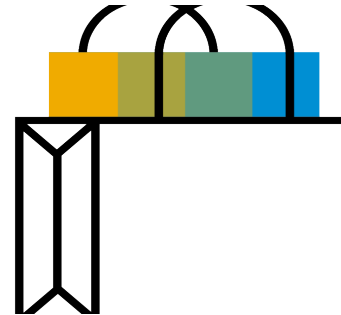
Ariba Procurement Content (APC)

**Users punchout from their ERP to conduct search on available catalogs and punchout content links**



SAP Ariba Buying (P2P)

**Users conduct searches on integrated catalog content and L2 punchout. L1's not included in search.**



SAP Ariba Spot Buy

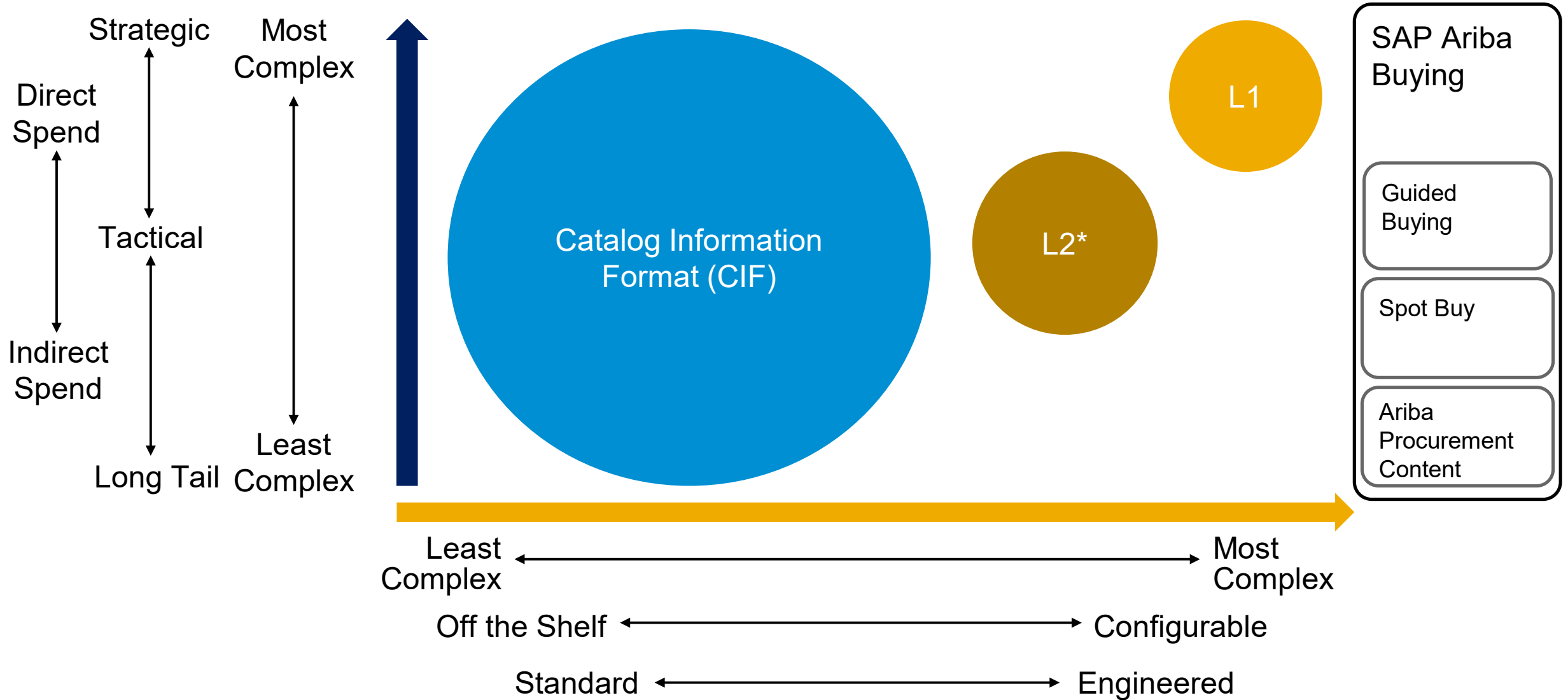
**Rich content and competitive pricing made available to all deployed Spot Buy buyers. First content new Buyers see.**



SAP Ariba Guided Buying

**Intent based workflow UI to support end user productivity growth. Policy driven, step by step procurement /shopping process.**

# Catalog types and formats: better user experience





# Publishing content for commerce

## Must Haves

- ✓ Images
- ✓ Detailed descriptions
- ✓ Integrated standard classifications
- ✓ Attributes
- ✓ Part Numbers (OEM and yours)
- ✓ Pricing

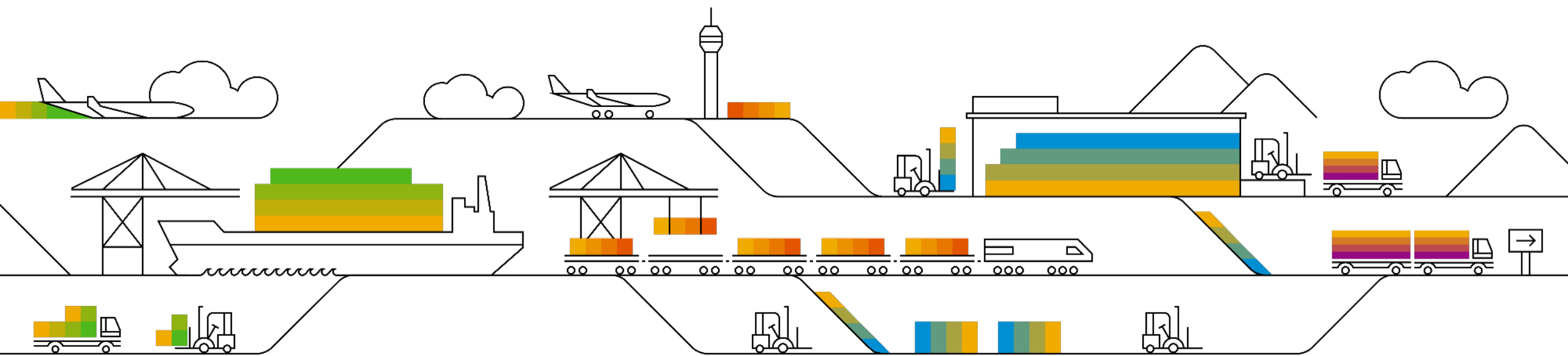
## Category Managers want

- ✓ Content tailored for their cost centers and policies
- ✓ Stable supply and pricing advantages
- ✓ Easy catalog integration
- ✓ Cadence of improvement in content

## End Users behavior

- ✓ “Shops” for longtail—  
“procures” for everything else
- ✓ Wants visibility of delivery
- ✓ Is not price sensitive on peripheral supply
- ✓ Is loyal to good service

# Q&A



# Thank you.

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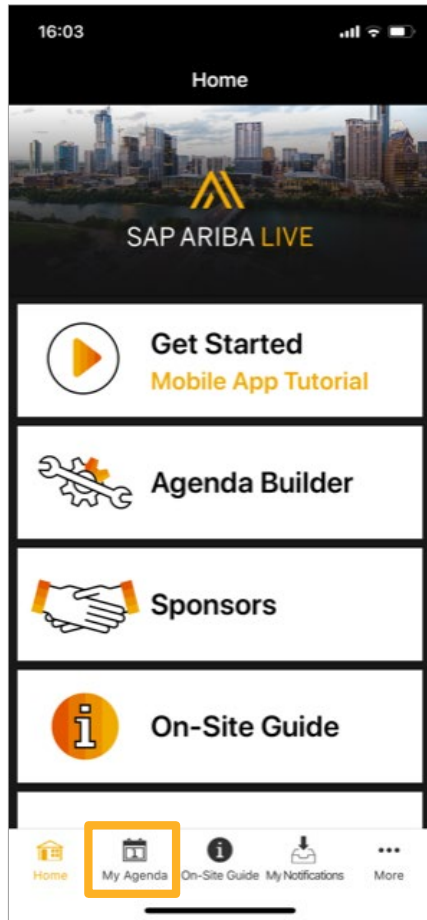
**Robert Calvert**

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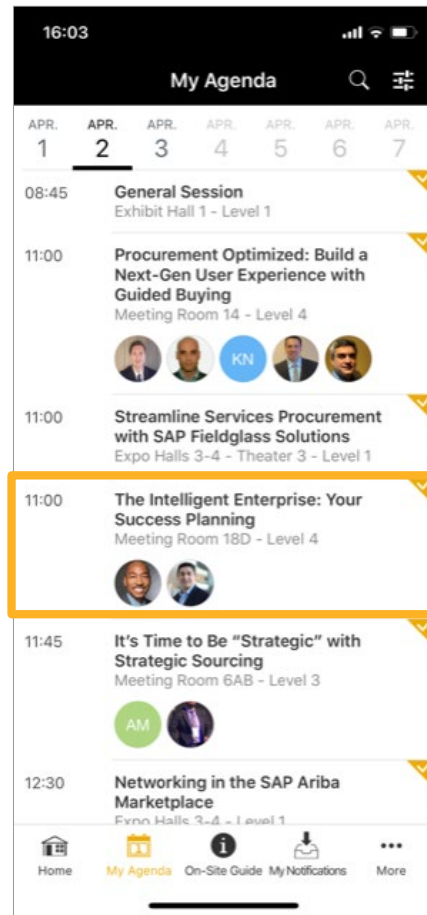


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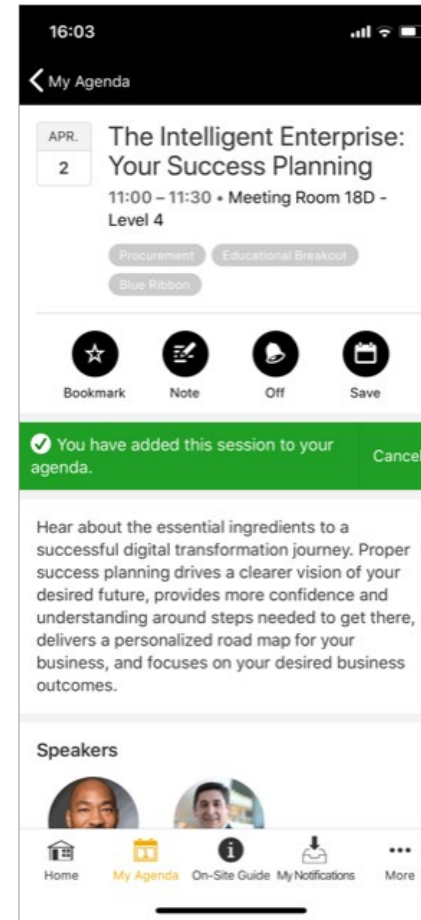
## Open Agenda



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