



Top Commerce Network Connects More Buyers and Sellers with Outsourced Revenue Enablement

Challenge

As SAP Ariba knows better than anyone, relationships are the foundation of commerce. The stronger and more mutually beneficial they are, the more successful businesses will be. That's why the company's goal is to simplify, strengthen and grow connections between buyers and sellers, using Ariba Network.

To accomplish this, SAP Ariba runs supplier (seller) enablement programs for its customers (buyers). They focus on educating customers' suppliers about Ariba Network, onboarding them and guiding them through their first transaction – administering an invoice across the network. OnProcess Technology is a key partner in administering these programs on a global scale.

Solution

OnProcess is a managed services provider specializing in complex service supply chain operations – the flow of people, parts and services following the sale of a product.

OnProcess began working with SAP Ariba a few years ago, with five agents providing English-language services out of its Kolkata, India delivery center. Based on early successes, SAP Ariba expanded the Kolkata engagement to over 30 agents, and then extended it to OnProcess' Sofia, Bulgaria center, where an expanding team of agents provide services for SAP Ariba in 11 languages. OnProcess gathers and validates seller data for SAP Ariba customers, contacts sellers to introduce Ariba Network and explain its benefits, gets them ready-to-transact by helping configure PO./invoicing, and follows up to encourage their first transaction.

“OnProcess' ability to quickly train agents, effectively scale global operations and share our financial risks and rewards, makes them a great partner for SAP Ariba.”

- Jon Troxel, Director, Global Services Partner Operations, SAP Ariba



► Profile

SAP Ariba provides Ariba Network, a digital marketplace where buyers and suppliers from more than two million companies collaborate, and more than \$1 trillion in commerce is transacted annually.

► Service Area

Revenue Enablement

► Service

Product/account activation
Customer education

► Benefits

- Quickly scaled multi-site operations and onboarded agents
- Increased suppliers supported by 42% in one year
- Delivered consistent operations, high performance across Bulgaria and India sites
- Boosted quality and use of seller contact data
- Easily adapted to performance-based contracts

Results

Quickly scale operations and onboard agents

“With more and more buyers signing on with Ariba Network, the number of potential sellers we can attract is rising quickly. OnProcess’ expertise at scaling operations makes us confident they can handle whatever scope our business needs,” said Jon Troxel, director, global services partner operations, SAP Ariba.

This expertise enabled OnProcess’ Kolkata site to seamlessly expand from supporting 28,000 sellers in 2015 to 40,000 sellers in 2016. Even more support is planned for 2017. “OnProcess quickly brought on and certified new agents to support our growth in Kolkata, and had a new Sofia team fully operational within just six months,” Troxel added.

Consistent operations, high performance across sites

The ability to scale isn’t enough if operations and performance aren’t consistent across delivery centers. OnProcess’s global engagements are specifically designed for high-performance, complex multi-site requirements like SAP Ariba’s. As Troxel said, “OnProcess agents are very skilled at asking the right questions, listening, triaging issues and upselling suppliers. And the consistent methodologies and structure of their teams helps to ensure seamless execution of our programs from Kolkata and Sofia to Massachusetts.”

