Cost-Effective Lead Generation and Nationwide Contract Opportunities

nextdaytoner
INTEGRITY | QUALITY | RELIABILITY

Challenges

- Long lead generation process involving labor-intensive, door-to-door visits and time-intensive research that can easily take six to 12 months and up to three years to close
- Finding cost-effective ways to identify business opportunities through email marketing, advertising, and networking events
- Increasing visibility without a marketing team or advertising campaigns
- Competing with large companies like OfficeMax or Staples, and presenting a small company as a reliable business partner
- Presenting green products and solutions

Solutions

- Started using Ariba Discovery™ and subscribed to its Advantage Program to easily identify RFPs, submit bids at lower cost, and improve visibility with buyers
- Ariba® Network and Ariba Ready™ Silver designation allow Next Day Toner to build credibility with prospects by showcasing its order history, established connections, and online commerce capabilities
- Uses Ariba PunchOut™ to give customers a seamless online transaction process
- Capitalizing on networking activities at the Ariba Commerce Summit to maximize visibility with customers and prospects
- Technical features on Ariba Discovery allow buyers to easily identify Next Day Toner as a business with green products

Results

- Ariba Discovery sends Next Day Toner an email notification every time there is a relevant new business opportunity, making it easy for them to learn of new RPFs
- Next Day Toner responded to an RFP posted on Ariba Discovery and got shortlisted for a $70,000 project to deliver toners to 40 locations
- Acquired several prospects at the Ariba Commerce Summit in Chicago and turned one lead into an opportunity within 24 hours of the event
- Was invited to compete for a much larger nationwide contract with a major national brand after the customer found out through Ariba that the seller had already been serving several of the company's local offices successfully

Profile
Next Day Toner is an emerging leader in the laser printer supply industry. Its commitment to staying ahead of the curve on evolving printer technology includes providing only the highest quality OEM products and Micro Solutions Enterprises (MSE) compatibles on the market today. With over 60 warehouses in the United States, the firm offers regular next-day delivery to the majority of the country.

Ariba Commerce Cloud Features
- Ariba Discovery
- Ariba Network
- Ariba Ready
- Ariba PunchOut

Ariba Ready™ SILVER

"We joined the Advantage Program to leverage all the tools that put us right in front of active buyers." Jonathan Fiala, Operations Manager, Next Day Toner

"We are excited about using Ariba Discovery because it gives us an edge over our competition. The toner industry is very competitive, and Ariba Discovery provides us with a unique avenue to generate leads. I know that our competitors down the street are not using it, and it even allows us to compete with the big players out there." Jonathan Fiala, Operations Manager, Next Day Toner

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