



White Paper

SOLUTIONS OVERVIEW: NOOSH/ARIBA INTEGRATION

OVERVIEW

As an Ariba Ready™ partner, noosh.com is integrated with Ariba, allowing customers using the Ariba Buyer™ system to seamlessly link to noosh.com to manage and procure customized enterprise communications products. These products include print, packaging, electronic media, creative services, and direct mail.

Ariba Buyer is designed to meet the procurement needs of today's global enterprises. Leading companies use Ariba Buyer as their single solution to buy both direct and indirect goods, acquire services, track travel costs and other expenses, and analyze strategic spend. The application redefines the buying process, reduces costs, eliminates inefficiencies, and speeds the transaction flow from end-to-end.

A buyer using the Ariba Buyer system can link to the Ariba Network to procure goods. When they click on the "Noosh" link, they will automatically be linked to noosh.com via an Ariba Punchout™, where they can collaborate with their suppliers and partners to specify a customized enterprise communications product. When they are ready to order the product, the user will select the product they want and automatically bring that requisition into the Ariba Buyer system. The requisition goes through an approval process in Ariba and, once approved, will create a purchase order with the supplier.

This document details the Noosh-Ariba integrated solution, and describes the many benefits of this powerful partnership.





THE NOOSH SOLUTION: COLLABORATIVE COMMERCE

Noosh.com is an online collaborative commerce service that dramatically reduces the cost of procuring and managing enterprise communications products, such as print, packaging, electronic media, creative services, and direct mail. Noosh.com has extensive, robust features that help customers advance a project through every stage of a job's workflow — from creation to delivery. The noosh.com Live Jobs™ technology provides the core collaborative foundation that is so critical to highly customizable product procurement. Leading companies such as Aetna, Bank of America, GE Capital, and Wells Fargo have already implemented noosh.com and are realizing great benefits.

The key benefits Noosh provides are in the areas of increased profitability and improved competitiveness. These benefits are achieved through:

PROCESS AND PRODUCTIVITY IMPROVEMENTS

Enterprise communications products are often complex, involving multiple people from multiple organizations. Noosh automates the collaboration between all these people who need to work together to get the job done. The person who creates the job can then invite other key people to the job and they can take advantage of the Noosh sophisticated project management features such as messaging, scheduling, and file sharing. Everyone is on the same page — in Noosh.

STRATEGIC SOURCING

Noosh provides more than 10 reports to buying organizations to allow them to track details on their spend, activity, estimating processes, and savings that they've never been able to track before. Noosh also provides management the ability to compare spending across different divisions to make decisions to help optimize the spend on these products. Finally, the noosh.com dynamic Supplier Rating System enables customers to keep consistent quality ratings on their supplier base. Management can always be current on the performance of their suppliers, helping them aggregate their purchases and choose optimal suppliers to manage their business critical procurement needs.

SUPPLY CHAIN MANAGEMENT

Enterprise communications projects, such as direct mail campaigns, are typically complex projects involving multiple suppliers, and each supplier must know the current status of each piece in order to optimize their costs and keep the job on schedule. Noosh provides real time information to all members of the supply chain, creating the transparency that is crucial for buyers and suppliers working on a complex product. Noosh enables each supplier to be up-to-date on the status and activity of the project at each stage, which helps suppliers optimize inventory and other expenses.

IMPROVED TIME TO MARKET

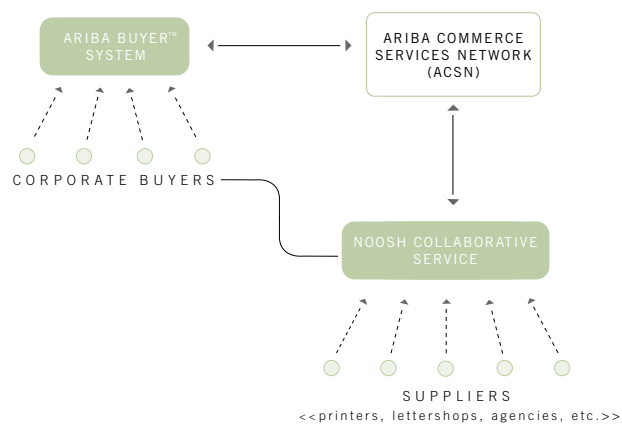
Transparent supply chains and standardized processes enable reduction in project cycle time. When your product is your brand, time to market can make a big difference. Noosh gives customers the ability to streamline business processes and provides the ultimate in accountability, resulting in cycle time reductions. Customers are able to get products out to market faster than their competition. One noosh.com customer has reported a reduction of 25% off the cycle time to launch their marketing campaigns. This has allowed them to be more agile than their competition in responding quickly to opportunities and changes in the marketplace.

NOOSH AND ARIBA - END-TO-END SOLUTION FOR PROCUREMENT OF ENTERPRISE COMMUNICATIONS

The Ariba Buyer system is an extremely valuable tool for customers. It provides:


- Approval Workflow - reduction of maverick buying by formalizing the management approval processes required for procuring goods and services
- Enterprise-wide Reporting - greater visibility into the spending across the organization
- Integration with ERP and Billing systems - ties into existing ERP and billing systems to further automate these processes internally and with suppliers

The Ariba tools have been effective in general procurement areas such as office supplies and employee travel planning. However, a huge proportion of the procurement by Fortune 500 companies does not fall neatly into this type of buying. Procurement of non-catalog items — such as enterprise communications products — is characterized by highly customizable and complex products that require a collaborative workflow between many people across multiple organizations to fulfill. Further, these products and services often require a deep domain expertise that standard catalog-based systems are not effectively designed to handle.



Ariba has recognized these issues and offers a solution — Ariba Punchout. Ariba Punchout allows Ariba Buyer users to link to other web sites and marketplaces to configure and procure products and services and then seamlessly bring them back into the Ariba Buyer system. Noosh has integrated with the latest version of Punchout, which is based on cXML 1.1, an emerging Internet standard for buyers and suppliers to exchange data.

Noosh has been certified as “Ariba Ready.” Noosh has successfully met the requirements for integration with the Ariba Commerce Services Network (ACSN). Customers with the Ariba Buyer system can connect to the ACSN to search for products or services to procure. They can find Noosh under several different categories related to enterprise communications products. When clicking on the Noosh link, users will be automatically transferred into the noosh.com service without having to login again, and will have the full functionality of the noosh.com service.



Once in the noosh.com service, buyers can create specifications for their product and submit Requests for Estimate (RFEs) to their preferred suppliers on Noosh. Buyers can also use the other powerful collaborative features of Noosh - forming the job team, file sharing, messaging, and creating pre-production schedules. The user can also link back to the Ariba Buyer system at any time.

Suppliers will receive their RFEs from the buyer on Noosh. Suppliers will log into Noosh to review the RFE and can look at the other details of the job such as the specifications and the attached files. Suppliers will then submit their estimate for the job on Noosh back to the buyer.

Buyers are then notified through Noosh when their suppliers have responded to their RFEs. The buyer can then connect from their Ariba Buyer system to Noosh without having to login again. Buyers will review the estimates they have received from their preferred suppliers and choose the one they would like to procure. The buyer will then click a button to "Create Purchase Request", which will transfer the data from Noosh back to the Ariba Buyer system.

Once the requisition is in the Ariba Buyer system, it will be routed internally for approval, based on the business rules that have been set up by the customer. After the order is approved in the Ariba system, the order is automatically created and the supplier is notified.

The Ariba Buyer system handles the purchase order processing, invoice matching, and payment by integrating with existing in-house systems. This is the final piece of the complete end-to-end solution that the Ariba/Noosh relationship provides.

IMPLEMENTATION OPTIONS

Customers who are using the Ariba Buyer solution can begin procuring and managing projects through the Noosh service in a few short weeks.

Alternatively, the groups in your organization that procure enterprise communications products can start using Noosh today. When these groups wish to implement Ariba, Noosh can "snap on" the integration to Ariba so you can realize the benefits of both systems working together.

Or, a Noosh-Ariba solution can be implemented in parallel.

Noosh.com

SUMMARY

Ariba Buyer and noosh.com are complementary solutions that help address the complex needs of businesses in today's ultracompetitive environment.

The Noosh/Ariba Punchout integration allows customers to take advantage of the best features of each application — combining the Ariba enterprise platform, approval workflow, and ERP integration with the noosh.com collaborative commerce solution for enterprise communications. Noosh can help your organization achieve the benefits of this partnership, today. For more information, please visit the Noosh Web site at www.noosh.com or call us at 1.888.AT.NOOSH (1-888-286-6674).



NOOSH, INC.

3235 KIFER RD. SUITE 200 SANTA CLARA, CALIFORNIA 95051
T 408.830.0000 F 408.830.0001 WWW.NOOSH.COM