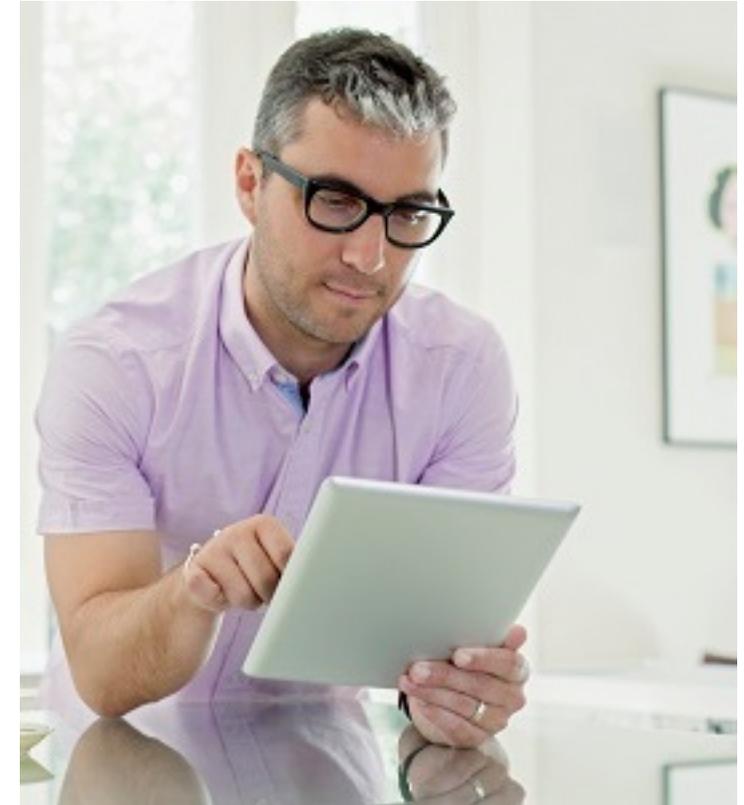


Mediafly: Increasing Cash Flow with SAP® Ariba® Solutions

Today's large enterprises have vast amounts of content residing throughout their organizations – and their employees expect to be able to access it from anywhere, on any device. That's where content mobility pioneer Mediafly comes in. Seeking faster access to cash so that it could keep offering innovative content solutions, the rapidly growing company turned to SAP® Ariba® solutions.

Mediafly deployed the Ariba Network and the Ariba Discount Professional solution. It now has greater visibility into capital deployment through e-invoicing. Plus, cloud-based solutions help keep costs down and accelerate payments receipt. The result is easier invoicing and more exposure to potential customers online.



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Supporting major growth with SAP® Ariba® solutions

Company (Supplier)

Mediafly

Headquarters

Chicago, Illinois

Industry

High tech

Products and Services

Content mobility solutions;
personal selling platform

Employees

30

Web Site

www.mediafly.com

Objectives

- Stabilize cash flow
- Encourage faster customer payments by implementing dynamic discounting
- Make transactions more convenient for customers

Why SAP® Ariba® solutions

- Ability to get access to capital in just a few clicks
- Network that provides access to developers who can build robust encryption capabilities into the company's mobile platform
- Cloud delivery model that allows the company to keep growing with minimal complexity

Resolution

- Joined the Ariba® Network
- Deployed the Ariba Discount Professional solution

Benefits

- Increased visibility into capital deployment through e-invoicing
- Support for explosive growth by increasing the speed of hiring engineers
- Greater access to capital by receiving payments through dynamic discounting
- Exposure to many potential customers through the Ariba Network

Faster

Access to cash needed
to fuel innovation

Greater

Visibility into capital
deployment

More

Exposure to new
customers

“We at Mediafly see the cloud as a platform for innovation. Cloud-based SAP Ariba solutions are helping us keep costs down, receive payments more quickly, and ultimately keep our customers happy.”

John Everts, CFO and COO, Mediafly

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