



Sage Health Solutions: Growing from Microbusiness to Multimillion-Rand Enterprise with Ariba

Sage Health Solutions began 14 years ago when two sisters decided to launch a home-based business in Cape Town, South Africa. As a woman- and minority-owned startup, Sage relied on the Ariba® Network to connect with the South African government, which uses Ariba solutions for procurement.

In the post-apartheid era, government-sponsored empowerment programs have helped small businesses compete with much bigger corporations. These programs, combined with the use of the Ariba Discovery™ service, have helped Sage expand into new markets. Customers now include private and public hospitals as well as private-sector companies beyond the medical equipment industry, with 80% of the company's business coming through the Ariba Network. Ariba has been invaluable to Sage's growth, enabling its owners to achieve their dream of business success.





Organization
Sage Health Solutions

Headquarters
Cape Town, South Africa

Industry
Healthcare

Products and Services
Manufacturing, sales, and distribution of a broad range of medical and remedial equipment and supplies to both public and private sector customers

Employees
27

Web Site
www.sagehealthsolutions.co.za

Solutions
Ariba Network
Ariba Discovery

Executive Overview

BUSINESS TRANSFORMATION

The company's top objectives

- Launch a home-based startup business that would capitalize on the founding partners' expertise
- Quickly become proficient on the Ariba Network, the procurement platform used by key prospect, the South African government
- Expand business from one market and customer into new areas

The resolution

- Easily got up and running on the Ariba Network to transact with the South African government, which soon became the company's largest customer
- Developed skill and speed in meeting buyer requests, resulting in repeat invitations to bid on annual contracts and renewals
- Began using Ariba Discovery to gain access to more customers and markets

The key benefits

- Ariba makes it easy to respond to requests for information and quotes and receive orders from any location, giving owners needed flexibility and mobility
- Use of Ariba has helped the company grow from a modest idea to a multimillion-rand business within the first five years
- Ariba Discovery is opening doors to new business opportunities with hospitals and private sector organizations both locally and globally

TOP BENEFITS ACHIEVED

80%

Of total annual sales come through Ariba

>500

Business opportunities received daily through Ariba Discovery

5X-10X

Level of growth anticipated in new categories for 2014 and beyond

"Since we began working with Ariba and receiving and responding to all of our tenders via email, we have been able to grow our business from almost nothing to a multimillion-rand venture."

Ruwaydah Tambe, Marketing Director, Sage Health Solutions