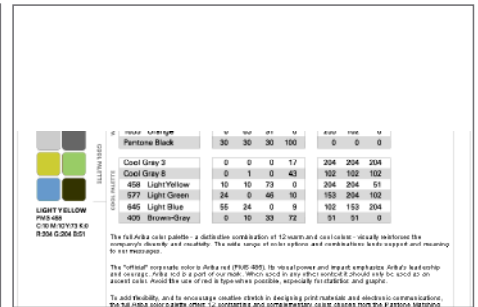


CUSTOMER SUCCESS STORY: ARIBA



THE OBJECTIVE

As a leading provider of Spend Management tools, Ariba needed a contemporary image and materials that communicated its brand and offerings to clients such as FedEx, Sun Microsystems and American Express.

THE SOLUTION

It started with a fresh new visual identity. Then Brainforest applied the new look to a range of sales materials that drove home the bottom-line value Ariba brings to its customers. Next, an intranet site was created to give easy access to internal and external Ariba partners.

Brainforest is a creative agency rooted in strategy. Your brand has fleeting, valuable opportunities to make a connection with your customers. We call these Access Points, and they can occur virtually anywhere – on the street, at work, on the couch, or walking down the aisle. Through our strategically based AccessPaths™ process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

Experience enables relationship. Relationship enables loyalty.

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