

# Going Global

**Forget the showgirls and white tigers.** Now that Ariba's Live 2001 B2B World Tour has landed in Las Vegas, this town is really a thrill!



*by Stuart R. Gold,  
Vice President,  
Corporate Strategic  
Programs for Ariba*

We've been having a blast at Ariba this year getting to know thousands of our partners around the world. Our stops in Sydney in February, and Hong Kong in March, brought partners and customers together for exciting events kicked off by Olympic gold medalist Michael Johnson.

We've also had the opportunity to learn more about how companies are using our solutions, held technical courses on Ariba products, and explored our partner showcases, which have been nothing short of phenomenal.

After this spring stop in Las Vegas, we're heading to Monaco, New Orleans and Tokyo for more Ariba adventures.

Whew! That's a lot of airplane dinners just to press the flesh with you folks.

**But the truth is,** these conferences are a lot more than shaking hands. Bringing Ariba's ecosystem to your communities is about people. Working with our partners, we're making the Internet more efficient,

saving money that can be used to strengthen businesses and the people who work for them. When I get to shake hands with an Ariba partner, it makes what we all do so much more human. This isn't some guy named Hans at the other end of an e-mail in .au or .hk. This is a person who is looking to see how this ecosystem – which starts with a company, brings Ariba in as a partner, and grows from there – is going to put his kids through college. I get to listen to what our partners have to say, good or bad, and figure out what we can do to improve.

**We do really good business at Ariba.** We help companies save money. And we do something more. We help people live better lives. And along those lines, I'm delighted to let you know that one of our favorite charities, the American Cancer Society (ACS), is now an Ariba customer. This makes sense, of course. The ACS, like any business, wants to save money. And the money it saves with Ariba is turned right back around to help solve one of the toughest health problems of our time. Ariba has always given back to the community. Now, through the ACS, our product is helping people live cancer free.

Speaking of which, you may have noticed that on a personal level, I'm looking leaner and meaner every day (okay, maybe just leaner). I've been working out, pumping iron and sucking eggs with a personal trainer for the past six months. Staying fit isn't easy in the techie culture, but I know our partners around the world are counting on a healthy Ariba to build their businesses. And I'm delighted, like all Aribians, to be there for you. ▲