

Caesars Bets on Ariba and Wins with Diverse Vendors

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Entertainment giant goes all-in on cloud-based applications and services, quickly boosts diverse spend while racking up savings

[Caesars Entertainment](#) maintains a sourcing culture of economic inclusion and its Horseshoe Cincinnati property aggressively drives public outreach events to actively encourage diverse vendors to participate in RFPs. In sourcing a local supplier of CO2 for the venue, Caesars decided to try a new approach. It took a chance and signed on to [Ariba Discovery™](#), the premier service for matching buyers and sellers globally offered by [Ariba](#), an SAP company - and ultimately won big.

Delivered via the [Ariba® Network](#), Ariba Discovery simplifies the process of supplier discovery by instantly matching buyer requirements to seller capabilities. "We created a posting and received strong bids from a number of suppliers, importantly diverse ones as well," said Kory Manley, Strategic Sourcing Process & Compliance Manager, Caesars Entertainment. "The best price came from a woman-owned supplier based in Cincinnati that would have been challenging to find absent the technology and detailed processes found in Ariba Discovery. These allow us to cast a wider net in our quest to find quality, service and price across a large number of small and diverse businesses."

Caesars kept at it, creating additional posts on Ariba Discovery to expand its supply base and increase competition in the sourcing events it runs using [Ariba Sourcing™](#). "It doesn't take much time to do, and you may just find that there are more suppliers than you think, especially minority, women and disadvantaged businesses," Manley said. "It's now an essential piece of our regional supplier diversity outreach program," said Jessica Rosman, Director of Supplier Diversity and Sustainability, Caesars Entertainment.

Caesars received an average of five bids per post and was able to find a new supplier of baked goods for its casinos and lessen its costs by 10 percent. The company also identified low-cost country suppliers of banquet chairs in half the time it used to take before tapping into Ariba Discovery's supplier base. And because Ariba Discovery is fully integrated with Ariba Sourcing, Caesars was quickly able to add these suppliers to its database and collaborate more efficiently with them across the sourcing process - from discovery and award through contract delivery.

"Ariba Discovery is all about simplicity and speed," Manley said. "Receiving responses in a single location, with exactly the details we need, makes it easy for us to evaluate, compare, and respond to proposals. And having access to suppliers already transacting on the Ariba Network simplifies things even further. Knowing that Ariba captures diverse suppliers and offers an instant source of opportunities for us to engage those suppliers gives us a competitive advantage in our mandate to drive economic inclusion."

In the past 12 months, more than \$5 billion in new business opportunities were offered through Ariba Discovery, over 15 million leads distributed, and more than 30,000 matches between buyers and sellers made.

"With over 1M sellers worldwide, Ariba Discovery is the fastest, most efficient way for buyers to discover, connect and collaborate with a global network of diverse partners who can deliver goods and services across a comprehensive range of categories at prices and terms that enable them to gain advantage in the marketplace," said Rob Mihalko, Vice President, Seller Marketing and Ariba Discovery.

To hear more from Manley about Caesar's success, check out this [video](#) and [case study](#). To learn more about Ariba Discovery and the results it can deliver for your organization, visit: <http://discovery.ariba.com>

About Caesars Entertainment

Caesars Entertainment Corporation is the world's most diversified casino entertainment company. Since its beginning in Reno, Nevada, more than 70 years ago, Caesars has grown through development of new resorts, expansions and acquisitions, and now operates casinos on four continents. The company's resorts operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names. Caesars also owns the World Series of Poker® and the London Clubs International family of casinos. Caesars Entertainment is

focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Caesars is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com. Caesars Entertainment is a worldwide gaming, hotel, and resort company that owns and operates casinos, such as Caesars, Paris, Bally's, Flamingo, Horseshoe, and others in Las Vegas and further global destinations. For more information about the company and its properties, visit www.caesars.com

Caesars Supplier Diversity

"Caesars is committed to procuring its goods, products and services from a diversified pool of vendors, contractors and professional service providers, and working with developing businesses to help them grow." Caesars approach to economic inclusion is based upon its five pillared supplier diversity approach that reports directly to the Chief Procurement Officer with a dotted line to the Chief Diversity Officer.

About Ariba, an SAP Company

Ariba is the world's business commerce network. Ariba combines industry-leading cloud-based applications with the world's largest web-based trading community to help companies discover and collaborate with a global network of partners. Using the Ariba Network, businesses of all sizes can connect to their trading partners anywhere, at any time from any application or device to buy, sell and manage their cash more efficiently and effectively than ever before. Companies around the world use the Ariba Network to simplify inter-enterprise commerce and enhance the results that they deliver. Join them at: www.ariba.com

About SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 251,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

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