

PRR WEEK

MSR captures Ariba task

BY CELESTE ALTUS

SAN FRANCISCO: MSR Communications has won the Ariba software account, as the company sets to celebrate its 10th year anniversary.

Sunnyvale, CA-based Ariba is a b-to-b IT company that provides spend-management software to *Fortune* 500 clients, including Cisco Systems, Dupont, BMW,

and Hallmark. Text 100, which previously held the Ariba account, stopped work in June.

"The main goal is to really help the client focus on how it positions itself," said Mary Shank Rockman, MSR principal and founder. "We want to tell the stories of customers they have helped save millions of dollars."

MSR is positioning Ariba as a

market leader, providing solutions to help companies manage the entire procurement process from end to end, said Erin Lumley, account supervisor with MSR.

Ariba's 10-year anniversary promotion includes a September 13 kickoff of "Spend Management Day" in New York. MSR has booked 20 briefings with journalists during that East Coast trip. ■