



## Nordstrom teams with Sterling Commerce to improve customer order lifecycle

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**Sterling Commerce, an AT&T Inc. company, has announced that fashion specialty retailer Nordstrom is leveraging the company's collaborative supply chain solution, Sterling Selling and Fulfillment Suite, as part of ongoing efforts to enhance its customer shopping experience.**



### Sterling Selling and Fulfillment Suite

Any offer. Any channel. Any supply.

"Nordstrom appreciates the importance of investing in the right IT systems to support growing customer expectations," said Jim Bengier, global retail industry executive at Sterling Commerce. "Sterling Commerce is pleased to be working with Nordstrom in enabling the retailer to improve its shopping experience and selling effectiveness."

Nordstrom has implemented several solutions within Sterling Selling and Fulfillment Suite, including Catalog and Offer Management and Sterling Order Management, to enhance its order capture and fulfillment capabilities. Sterling Commerce solutions provide the retailer with one centralised order hub to synchronise and orchestrate customer orders. Sterling Selling and Fulfillment Suite extends Nordstrom's existing systems to help improve service, make more efficient use of inventory and reduce costs.



Sterling Selling and Fulfillment Suite, a collaborative supply chain solution, allows companies to present a unique buying experience for their customers in all the ways they sell -- Web, call centre, store and field sales. In addition, it provides companies with control over the entire fulfillment lifecycle.