

Sterling Commerce automates processes for greater customer satisfaction



Location

Clovis, California

Industry

Manufacturing

Business challenge

Implement a business integration program

Solution

Sterling Integrator®

Benefits

- Improved customer service
- Expanded market share
- Greater efficiency
- Increased sales

"Our commitment to customers is absolute. With Sterling Integrator, we can provide yet another service to our customers by enabling business-to-business commerce."

Roy Jensen
Senior Information Systems Project Manager,
Pelco

Pelco

Customer background

Pelco, a manufacturer of video security systems, is the proven world leader in providing innovative products and technologies for the video security industry. The company's products play an important role in securing some of the world's most famous landmarks. From Buckingham Palace to the Statue of Liberty to Disneyland, Pelco products protect people and property in nearly a million locations worldwide.

Respected as a major product innovator, Pelco is a world leader in the design, development, and manufacture of video security equipment ideal for any industry. Producing a large selection of discreet camera domes, positioning systems and enclosures, video matrix systems, DVRs, IP solutions and many other video security systems and equipment in a never-ending pursuit of achieving exceptional customer service, Pelco has become one of the most sought-after product suppliers in the industry.

Pelco maintains an extensive customer base, selling its more than 5,500 products through a network of 4,000 dealers throughout the United States and 130 other countries. Consistent growth and demand in recent years has compelled the company to automate and expand its business capabilities to improve customer service and efficiency.

Business challenge

Pelco was using phone or fax to accomplish ordering, advance ship notices and invoicing; however, the company chose to add an automated option for these processes to provide customers with more timely and accurate product information. The company objective was to implement a business integration program that securely, safely and efficiently automates the exchange of data and provides a built-in path for future business process initiatives.

Solution

Pelco implemented Sterling Integrator from Sterling Commerce, to offer customers an option for automating the

exchange of business documents. With this unified platform that provides remarkable B2B growth, Pelco now has the most advanced capabilities in the industry to make intelligent use of the data through business process management and analytics.

“Our commitment to customers is absolute,” said Roy Jensen, senior information systems project manager, Pelco. “With Sterling Integrator, we can provide yet another service to our customers by enabling business-to-business commerce.”

Sterling Integrator, a modular solution built on the Sterling Commerce Multi-Enterprise Services Architecture, enables the intelligent and timely use of business information by uniting any-to-any integration-brokerage services, multi-gigabyte file support, and strong business process management capabilities including detailed analytics and content-based routing for decision-making support.

With Sterling Integrator, Pelco can automate business processes to improve customer service and efficiency. “Sterling Integrator has allowed us to integrate with our back-end ERP system cleanly and quickly,” Jensen said. “I expect our use of EDI, supported with the Sterling Integrator, to securely connect to our customers to go up exponentially.”

Pelco plans to tap the potential of Sterling Integrator for more complex business processing projects. “We’re hoping to expand this into the procurement side of our house and into our shipping and use it globally,” Jensen said.

Sterling Commerce Professional Services installed, configured and integrated Sterling Integrator into Pelco’s IT infrastructure within three weeks. “The Sterling Commerce support team is outstanding,” Jensen noted. “Their consultants streamlined our business processes and got us up and running and trained on the system in record time.”

Pelco is committed to high levels of customer service, and implementing Sterling Integrator has helped the company automate its business processes to provide customers with improved service and efficiency.

“The Sterling Commerce multi-enterprise technologies have helped us improve collaboration with our business partners so we can gain a competitive edge,” Jensen said. Although only in the beginning stages of using the new solution, Sterling Integrator will greatly impact the company’s ability to quickly, securely and efficiently expand business initiatives.

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network to accelerate revenues and reduce costs. Sterling Commerce provides more than 18,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate inside and outside their enterprise. More information can be found at www.sterlingcommerce.com.

Key benefits

Improved customer service: By eliminating process steps and automating manual activities, Pelco has reduced the potential for errors. “We pride ourselves on being first in service to our customers,” Jensen said. “Eliminating variances and improving quality are major goals for us—and Sterling Integrator helps us do both.”

Expanded market share: Pelco continues to gain market share because it invests in new technology to meet customer demands. “Our customers are located all around the globe,” Jensen noted. “Supporting newer technologies means we can conduct business with our customers regardless of their requirements.”

Greater efficiency: Pelco has automated and streamlined its business processes making it much more efficient for customers to place orders and receive product information. “We’ve eliminated some manual processes, and we’re hoping to expand our business integration program to gain even more benefits,” Jensen said. “Our eventual goal is end-to-end business automation.”

Increased sales: By automating the ordering process, Pelco will be able to process orders quickly and ship products faster. “Sterling Integrator will keep pace with our growth since we can add modules as needed,” Jensen noted.

Sterling Commerce
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