

## Manage orders and grow revenue across your extended enterprise

### Sterling Order Management

#### Executive Summary

Amid increased competitive pressure and growing customer demand, fulfilling orders across an extended supply chain has become increasingly complex. Sterling Order Management can help you manage these complexities, allowing your organization to improve supply chain efficiencies and business responsiveness by cost-effectively orchestrating global product and service fulfillment across the extended enterprise.

#### In this Solution Overview, you will learn about:

- How to obtain cross-channel excellence by efficiently orchestrating the fulfillment of products and services across all selling channels
- How to aggregate inventory information to provide a complete view of all supply and demand
- How to improve your ability to respond to customer demands

#### Benefits of this solution:

- Greater efficiency in managing orders across the extended enterprise
- Lower buffer stock across the supply chain
- Faster and more efficient responsiveness to market and customer changes
- Greater efficiency in using partners to fulfill customer orders

#### Sterling Order Management helps improve supply chain efficiencies and grow revenue

Sterling Order Management provides robust multi-channel order management functionality that can intelligently broker orders across many disparate systems, provide a global view of all inventory across the supply chain and help you make changes to business processes on the fly.

Through the use of an intelligent sourcing engine, a central order repository, and the aggregation of global inventory, Sterling Order Management can help you grow revenue and become best-in-class by cost-effectively orchestrating global order and service fulfillment across the extended enterprise.

#### Why is complex order management needed now more than ever?

Customers are demanding a unified shopping experience, creating a much more complex supply chain. Delivering innovative services such as buy online and pick up in-store, has forced companies to incorporate new processes that support cross-channel

visibility and customer order fulfillment. Also, competitive pressures continue to force your organization to become more efficient in order fulfillment and services across your extended supply chain.

As orders are fulfilled across multiple internal entities as well as external partners, it becomes very difficult to efficiently manage all the processes needed to provide a uniform customer experience. Many organizations rely on inefficient manual processes to complete transactions that cross channels. Simultaneously, a lack of inventory visibility across all locations can result in exceptionally high stock-outs, as well as inefficient inventory utilization.

#### What Sterling Order Management can do to address the unique concerns of today's advanced order and fulfillment processes

Sterling Order Management addresses the multi-channel complexities of modern order fulfillment across the extended enterprise. An intelligent sourcing engine looks across all locations, including external partners, to determine the best location to fulfill each line on the order, based on a wide set of parameters that

your organization chooses. Sterling Order Management identifies the applicable fulfillment process for each order, and seamlessly splits and/or consolidates order lines and sequences activities. It brokers documents and requests to the appropriate internal or external fulfillment participants, and incorporates user-defined events to effectively track fulfillment activity based upon the unique conditions of each order line.

Associated services can also be scheduled at the same time as the order, increasing the amount of revenue from each sale. If your company provides delivery services, on-site set up, or after-sales service, it can be scheduled at the same time the order is being placed. With delivery and service scheduling, a range of value-added services (provided internally or from a third party) can be sold to the customer and scheduled along with the products. The solution tracks crew capacity for taking appointments and ensures the service technician is at the right location when the item is delivered.

Sterling Order Management also enables you to efficiently manage the returns process. Pre-defined business process flows ensure that returned products are consistently handled in the proper manner and no items are lost or forgotten in the process. This ensures that your organization is efficiently

utilizing all inventory, thus reducing your overall inventory costs.

Sterling Order Management gives your company a single comprehensive view of all inventory information by aggregating inventory from all locations and providing a view of what is available internally as well as at all partner locations, what is being supplied, what is in transit, and what the current demand is. This extensive visibility ensures that you are giving your customers an accurate promise date for all their orders, and your inventory is being utilized in the most efficient way.

The Sterling Order Management solution incorporates best practices to allow organizations to quickly improve their fulfillment processes with out of the box line-level order fulfillment, whether it's for the delivery of goods or the coordination of on-site services. Also, using a graphical tool within Sterling Order Management's business process modeler, your organization can quickly and efficiently add or change participants in the order process to meet changing business needs without requiring changes in the rest of your fulfillment network.

**How can Sterling Order Management help you achieve cross-channel excellence?**

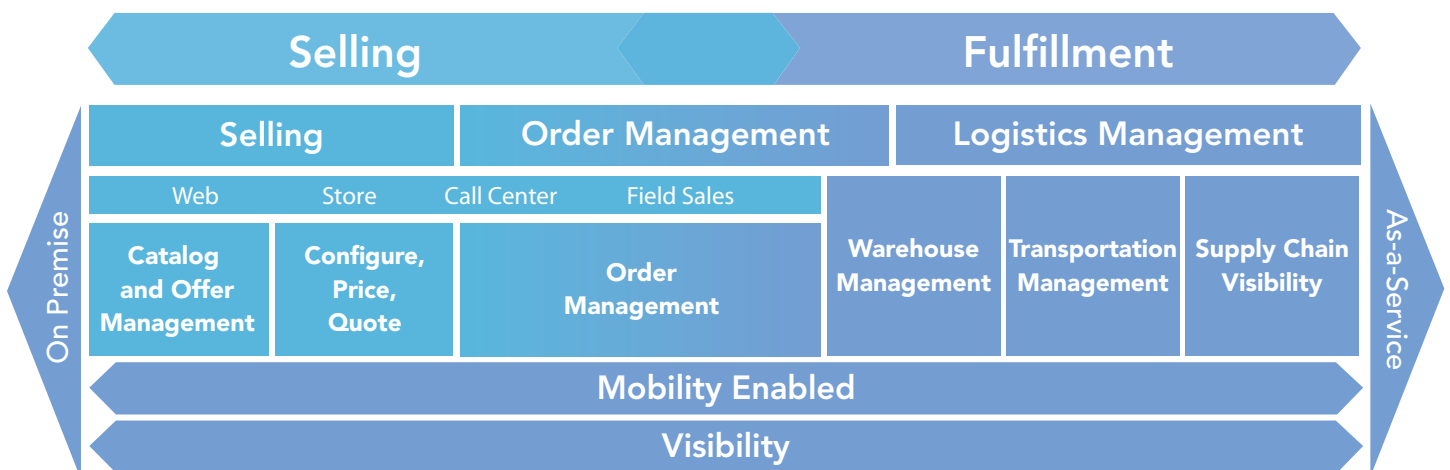
The robust functionality of Sterling Order Management can be utilized across multiple selling channels, which

*“Sterling Order Management enables us to ensure the right inventory is available when our customers want it—no matter what channel they use to reach us.”*

Larry Popps  
MIS Director,  
Cabela's

**Sterling Selling and Fulfillment Suite**

Sterling Order Management is part of the Sterling Selling and Fulfillment Suite



include contact (call) center, store, Web, and field sales. Each of these channels uses Sterling Order Management to place or modify orders, determine order status, check inventory availability across all locations, and manage the returns process. Utilizing these channels will allow your company to provide

enhanced cross-channel services to your customers and partners, allowing them to begin any type of transaction in any channel, and complete it in another channel. For example, a customer can begin a shopping transaction (browse an online catalog and initiate a shopping cart) on a Web storefront and complete

the transaction with the help of an employee in the store (or a call center representative), or they can order items over the phone and return them through the Web storefront. Sterling Order Management helps you manage the complexities of global order fulfillment, allowing your company to achieve cross-channel excellence.

## Sterling Order Management

Product	Description	
<b>Sterling Distributed Order Management</b>	<ul style="list-style-type: none"> <li>Aggregates, manages, and monitors orders from all channels</li> <li>Intelligent sourcing engine coordinates fulfillment across the extended enterprise</li> </ul>	<ul style="list-style-type: none"> <li>Provides a single order repository to modify, cancel, track, and monitor the order lifecycle in real time</li> </ul>
<b>Sterling Global Inventory Visibility</b>	<ul style="list-style-type: none"> <li>Consolidates inventory information from multiple systems, generating a single view of all supply and demand</li> </ul>	<ul style="list-style-type: none"> <li>Provides users with role-specific views of inventory</li> <li>Leverages advanced inventory search capabilities</li> </ul>
<b>Sterling Reverse Logistics</b>	<ul style="list-style-type: none"> <li>Links multiple return/repair requests to original sales orders, to enable repair lifecycle tracking</li> </ul>	<ul style="list-style-type: none"> <li>Tracks reverse inventory back to the appropriate location, including partner locations, based upon flexible business rules</li> </ul>
<b>Sterling Delivery and Service Scheduling</b>	<ul style="list-style-type: none"> <li>Rules-based promising, provider selection, and crew allocation</li> <li>Activity sequencing for complex, multi-step fulfillment</li> </ul>	<ul style="list-style-type: none"> <li>Ability to schedule all services at time of order transaction</li> </ul>
<b>Sterling Platform</b>	<ul style="list-style-type: none"> <li>Quickly build complex, configurable, and adaptive workflows with the graphical business process modeler</li> <li>Easily integrate with internal and external supply participants and systems for increased collaboration</li> </ul>	<ul style="list-style-type: none"> <li>Manage and onboard multiple tenants easily on a single instance so they can share a single, common infrastructure</li> </ul>
Channels		
<b>Sterling Web</b>	<ul style="list-style-type: none"> <li>Build, launch, and manage many branded Web storefronts for storefront-specific catalogs,</li> </ul>	<ul style="list-style-type: none"> <li>marketing and pricing, as well as transactions for both B2B and B2C e-commerce sites</li> </ul>
<b>Sterling Call Center</b>	<ul style="list-style-type: none"> <li>Task and role-based user interfaces that help a customer service representative enter, modify and re-configure existing orders, determine the status of an order, check inventory, or manage the returns process</li> </ul>	<ul style="list-style-type: none"> <li>Provides visibility to call center agents into selling and ordering processes across channels</li> <li>Proactive alert management</li> </ul>
<b>Sterling Store</b>	<ul style="list-style-type: none"> <li>Provides "endless aisle" capability by enabling fulfillment of an order from external inventory sources</li> <li>Enhances existing Point of Sale and merchandising systems</li> </ul>	<ul style="list-style-type: none"> <li>Manages inventory at a location level within a store, but has visibility to all external inventory information</li> </ul>
<b>Sterling Field Sales</b>	<ul style="list-style-type: none"> <li>Provides field representatives with the tools to manage all aspects of order capture, quoting and service fulfillment processes using a thin client browser-based user interface</li> </ul>	<ul style="list-style-type: none"> <li>Provides field representatives with all the information they need from product, pricing and configuration information to order status, inventory checking and return processing that can be accessed anywhere reps are in the field</li> </ul>

### **More choice in deployment**

Sterling Order Management is available in a variety of deployment and operational models to meet your business needs, and can be delivered on premise or as-a-Service. As-a-Service offers the additional option of a subscription model. With Sterling Commerce solutions, you have more choice and the best opportunity for optimization of your investment, with assured delivery of the right mix of scalability, reliability, availability and security to support your business objectives.

### **Sterling Order Management is mobile enabled**

Sterling Order Management capabilities have been extended to mobile digital devices. The Sterling Order Management Administrator Mobile application enables system administrators to manage the Sterling Order Management system remotely via their mobile digital device and monitor if the system is running properly and efficiently from any location at any time. This mobile application also provides system administrators with the ability to view and modify key order management system performance metrics.

### **A variety of channel options**

You communicate with your prospects, customers, partners, and internal users in a number of different ways. Sterling Order Management supports all the ways you interact with them—Web, field sales, store, and call center; and offers the following channel options:

#### **Sterling Web**

Sterling Web allows you to build, launch, and manage multiple Web storefronts; create, maintain, and manage product pricing; and allow prospects, customers, partners, and sales and service representatives to find, compare, and order products and services through powerful guided selling tools.

#### **About Sterling Commerce**

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at [www.sterlingcommerce.com](http://www.sterlingcommerce.com).

### **Sterling Field Sales**

Sterling Field Sales allows field sales and service representatives to manage all aspects of order capture, quoting, and service fulfillment processes using a thin client browser-based user interface.

### **Sterling Store**

With Sterling Store, you can manage order capture and fulfillment processes in a multi-store environment. It provides a single point of visibility to enable order from anywhere, fulfill from anywhere capability for multi-channel customer management.

### **Sterling Call Center**

Sterling Call Center provides task and role-based user interfaces that help your customer service representatives enter, modify, and re-configure existing orders, determine the status of an order, check inventory, or manage the returns process.

*Sterling Order Management is currently available in North America; Europe, the Middle East and Africa (EMEA); and Asia Pacific Operations (APO).*

**Sterling Commerce**  
An AT&T Company

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