

## Gain control over your entire fulfillment lifecycle

### Sterling Multi-Channel Fulfillment

#### Executive Summary

Enterprise Resource Planning (ERP) systems were never designed to automate the complex business processes companies share today with customers, suppliers, channel partners, and 3PLs. Sterling Multi-Channel Fulfillment takes over where ERP systems leave off—to increase perfect order performance by orchestrating the delivery of goods and services across the extended enterprise.

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

- How you can gain increased visibility and control over the processes you share with customers and partners
- How you can reduce inventory, transportation, and warehouse costs by automating resource-intensive processes
- How choice in deployment provides the flexibility to respond to changing market conditions

#### Benefits of this solution:

- Reduce order processing costs through intelligent order orchestration
- Use automation to reduce inventory, transportation, and warehouse costs
- Improve business responsiveness through greater visibility and adaptability to changing requirements and processes

#### A single view of demand, inventory, and supply

ERP systems do a good job of supporting internal business operations. But if you want the same level of automation and control over the processes you share with customers and business partners, you need a solution designed for that environment.

This is where Sterling Commerce comes into play. Sterling Multi-Channel Fulfillment provides a single view of demand, inventory, and supply across complex, global supply chain networks. This single view, together with flexible process management, gives you control over the entire fulfillment lifecycle—from order management, to warehouse operations, to transportation and delivery, to supply management, to returns and settlement.

#### Increased responsiveness to customers

With Sterling Multi-Channel Fulfillment, you can increase responsiveness to customers and drive new revenue through the sale and delivery of customized configure-to-order or build-

*"I tell people that the Sterling Commerce solution is how we communicate with the world. One of the greatest attributes, in my opinion, is the visibility that this application provides...It's a cradle to grave solution and the visibility is just tremendous."*

Donna Thompson  
Retail Transportation Manager,  
Dial Corporation

to-order products as well as service offerings such as kitting, delivery, and installation. These offerings are no longer cost-prohibitive, because you can quickly model processes to support them.

#### Options for Deployment and Access

Built on a leading-edge SOA platform and designed to run in the cloud which enables us to deploy, consume and Implement the solution in the best way that meets the requirement of your business. Scale up or down, automatically, on demand. And mobile enabled, providing more choice in how you extend access to and use Sterling Commerce solutions.

Sterling Multi-Channel Fulfillment products include:

- Sterling Order Management
- Sterling Warehouse Management System
- Sterling Transportation Management System
- Sterling Supply Chain Visibility

### Sterling Order Management

**Increase fill rates, lower buffer inventory, reduce manual processes, and respond faster to exceptions**

Sterling Order Management is a flexible, turn-key application that allows you to capture, distribute, and integrate orders from multiple sources and sales channels, and to split and distribute orders for processing and fulfillment across the extended enterprise.

Sterling Order Management combines multi-channel order aggregation with intelligent sourcing, delivery and service scheduling to provide complete “order from anywhere, fulfill from anywhere” capability. Easy-to-configure processes give you control over the entire fulfillment lifecycle—from order capture, to source and fulfill, to returns and settlement. Sterling Order Management allows you to:

- Route orders to “best-fit” fulfillment nodes to reduce buffer stock
- Accurately schedule delivery of goods and services

- Respond quickly to changes and exceptions
- Provide customers with in-store pickup and other cross-channel options
- Track inventory at any location, including inventory in transit or in production

### Sterling Warehouse Management System

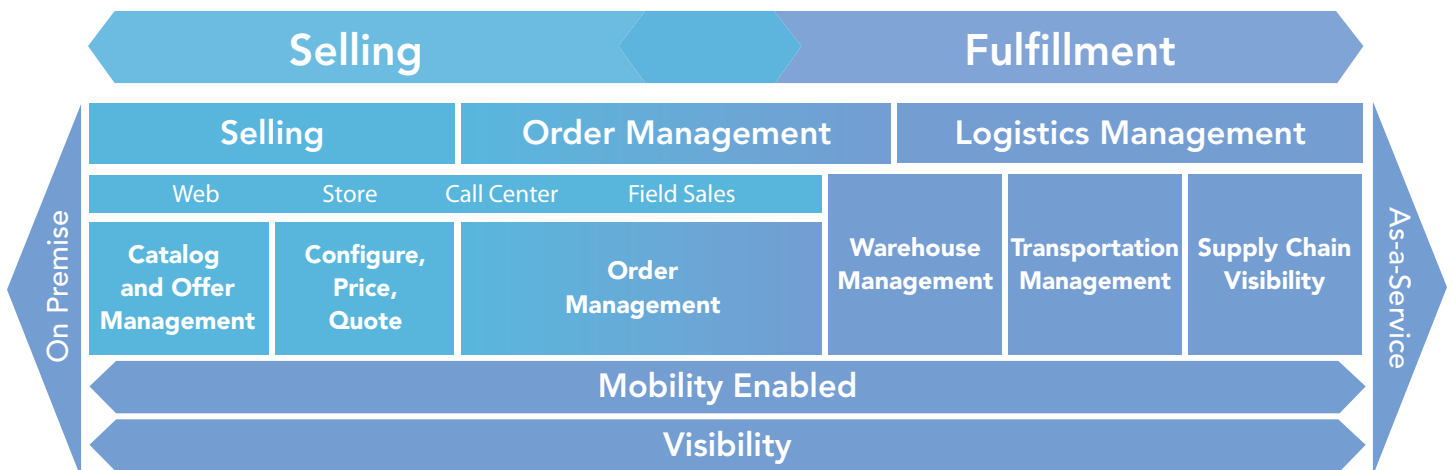
**Manage labor, inventory, and process across multiple facilities**

Sterling Warehouse Management System (Sterling WMS) gives you visibility and control over inventory, labor and warehouse processes across your network of storage facilities—including distribution centers, plant warehouses, stockrooms, flow-through centers, and returns locations. You can verify in real time whether demand can be fulfilled with available capacity. And, when capacity falls short, it helps you assign resources to cover the shortfall. Graphical views, built-in decision support, and “what if” scenarios help to manage demand variability, leading to on-time fulfillment and optimal resource utilization.

### Centralized control, local execution

With Sterling WMS, you can operate locally or at the network level. You can manage inventory, labor, and processes across all your facilities, regardless of size, location or process mix. It scales to

Sterling Multi-Channel Fulfillment is part of the Sterling Selling and Fulfillment Suite



## Sterling Multi-Channel Fulfillment

Product Bundle	Description
<b>Sterling Order Management</b>	<ul style="list-style-type: none"> <li>• Order sourcing – Fulfill each line of an order based on priority and from the most efficient location</li> <li>• Centralized inventory – Gain a clear picture of inventory and allocations</li> <li>• Customized fulfillment – Deliver what your customers want, based on your unique fulfillment model</li> <li>• Partner coordination – Quickly incorporate partners in the fulfillment of goods and services</li> <li>• Delivery and service scheduling – Orchestrate services such as installation with the delivery of goods</li> <li>• Mobile enabled – Manage administration and availability of the solution directly from your mobile device</li> <li>• Returns management – Define and manage the entire return, repair, and exchange process</li> </ul>
<b>Sterling Warehouse Management System</b>	<ul style="list-style-type: none"> <li>• Logistics management – Manage complex plans for the movement of goods</li> <li>• Visibility – Leverage real-time inventory visibility across complex distribution networks</li> <li>• Inbound management – Gain visibility to inbound shipments, from pre-receiving to putaway of receipts</li> <li>• Outbound scheduling and management – Coordinate outbound operations, including shipment grouping and wave planning</li> <li>• Reverse logistics – Manage returns, repairs, and exchanges</li> <li>• Value-added services – Orchestrate services such as custom assembly and kitting</li> </ul>
<b>Sterling Transportation Management System</b>	<ul style="list-style-type: none"> <li>• Collaborative logistics network – Access a 8,500+ member logistics network</li> <li>• Planning – Manage load building and capacity planning</li> <li>• Execution – Track shipments and automate dock scheduling</li> <li>• Financial settlement – Streamline invoice processing and payment approval</li> <li>• Business intelligence – Measure carrier performance, track costs, and improve operations</li> <li>• Inbound transportation planning – Collaborate with suppliers to optimize the inbound transportation process</li> </ul>
<b>Sterling Supply Chain Visibility</b>	<ul style="list-style-type: none"> <li>• Inbound visibility – Complete purchase order tracking from procure-to-pay</li> <li>• Outbound visibility – Complete sales order tracking from order-to-cash</li> <li>• Graphical dashboard – Consolidated view of inventory, purchase orders, and shipments in real time</li> <li>• Configurable alert routing and management – Pre-built, and custom user defined alerts</li> <li>• Custom order flow modeling – Monitor milestones by defining custom order flows</li> <li>• Supplier performance monitoring and reporting – Track established performance metrics and scorecards</li> </ul>

high transaction volumes for all activities and has the power to support the largest configuration of warehouses.

### Simplify complex jobs

Sterling WMS takes the complexity out of jobs such as rolling out new processes or onboarding new enterprises, locations, business units, or customers. You can deploy functionality to suppliers on an as-needed basis to enforce ASN standards, RFID mandates, label formatting, data standards, and quality and packaging compliance. Sterling WMS also offers logistics management, visibility into inbound shipments, outbound scheduling, and reverse logistics.

### Sterling Transportation Management System

#### Streamline transportation planning, execution, and settlement

With Sterling Transportation Management System (Sterling TMS), you can provide the best delivery service at the lowest possible cost through better utilization of labor and equipment. Our on demand TMS solution provides Web-based access to a collaborative logistics network of more than 8,500 carriers and includes:

**Planning** – With Sterling TMS, you can centralize enterprise-wide planning routines for both inbound and outbound transportation while allowing remote sites to approve their own freight schedules. Initial plans can be

delivered in minutes, even for a large volume of orders. Capabilities include a comprehensive rating engine and optimized load building with shipment consolidation, mode conversion, route-guide compliance, and continuous movement.

**Execution** – Sterling TMS automates load tendering and contract compliance and gives you visibility into every step of the shipment process. You can share that visibility with customers, partners, service personnel, and dispatchers to provide accurate, timely information about inventory in transit. Features include carrier selection, shipment tracking, alerts and status updates, dock scheduling, contract management, and management of dedicated fleets.

**Settlement** – Sterling TMS automates invoice processing and payment approvals to ensure accuracy, shorten the payment cycle, and lower administrative costs. Invoices are checked instantly against shipment, rate, and carrier contracts stored online, and payment for unplanned events can be negotiated and approved online. You can settle spot shipments with non-contracted carriers and manage both planned and unplanned assessorial fees.

**Business Intelligence** – Sterling TMS offers insights into performance across your transportation operation and gives you an accurate picture of the cost to serve your customers. Understanding cost allocation from a historical perspective leads to better decision making, while measuring trends and KPIs gives you the empirical data you need to continually improve performance.

### **Mobile access enabled through**

#### **Sterling Mobile Applications**

Sterling Commerce provides multiple mobile applications that extend access and usage of Sterling TMS capabilities to mobile devices. The Sterling TMS Carrier Mobile application enables transportation carriers to respond to shipment tender requests and provide real-time status updates to shippers from their mobile digital device.

### **Sterling Supply Chain Visibility**

#### **Monitor inbound supply and respond to events in real time**

The key to avoiding costly supply chain delays is better visibility into supplier operations and the ability to act on that information quickly. Sterling Supply Chain Visibility displays inbound supply information in a usable, understandable, and actionable format so you can lower inventory and improve operational efficiencies through a better view of inventory, purchase orders, and shipments across your supply base.

#### **Track in-transit shipments across multiple carriers**

Obtaining accurate in-transit inventory visibility is a critical step in increasing the predictability of both inbound and outbound supply chains. Most companies address this uncertainty by building inventory buffer stocks

and manually tracking the status of in-transit shipments. Sterling Supply Chain Visibility integrates status updates from all carriers and trading partners, providing a comprehensive and role-based view of inbound inventory information. When you know for certain where goods are located you can make better decisions and offer better service to customers.

#### **Gain an accurate measure of supplier performance over time**

While most enterprises view supplier performance as critical, many do not have a formal supplier performance management program in place. Sterling Supply Chain Visibility automates the process of evaluating suppliers by measuring actual performance against pre-defined key performance indicators.

### **Realize the benefits of Sterling Multi-Channel Fulfillment now**

Sterling Multi-Channel Fulfillment is part of the Sterling Selling and Fulfillment Suite, a suite of modular applications that gives you complete visibility and control over your sales, fulfillment and logistics processes. Sterling Selling and Fulfillment Suite manages all steps of the order life cycle—from inquiry to cash—as a single, unified process across the extended enterprise.

### **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).

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