

Drive accurate product configurations with automated configure, price, quote

## Sterling Configure, Price, Quote

### Executive Summary

To sell competitively in today's multi-channel environment, you need a way to easily manage product and service configuration and pricing rules that allow your prospects, customers, sales staff, call center representatives, and partners to quickly find, configure, and order the right products and services. Sterling Configure, Price, Quote automates every step of the configure, price, and quote process to help you generate more revenue, reduce costs associated with incorrect sales orders, lower the cost of sales, and create a positive buying experience for your customers and partners across all sales channels, including Web, call center, store, and field sales.

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

- How to make it easier for customers and partners to buy from you
- How to support centralized control over pricing
- How to create, negotiate, and approve quotes more easily
- How to create better cross-sell and up-sell opportunities

#### Benefits of this solution:

- Grow revenues through faster, more efficient sales processes
- Lower costs and the number of errors through automated configuration
- Increase customer and partner satisfaction through increased quote accuracy

#### Hides the complexity of managing and selling complex products and services

Sterling Configure, Price, Quote automates the most complex multi-channel selling processes—the configuration of complex products, services, and bundles—while hiding this complexity from end users. Business owners can manage product and pricing data and use it to publish an online catalog that helps customers and partners find, compare, configure, and purchase the right products and services.

#### Achieve cross-channel excellence

Sterling Configure, Price, Quote can be utilized across multiple selling channels, which include Web, call center, store, and field sales. Each of these channels use Sterling Configure, Price, Quote to guide prospects, customers, partners, sales, and call center representatives in the selection and validation of products and services based on their specific needs. It enables business-to-business (B2B), business-to-consumer (B2C), and business-to-business-to-consumer (B2B2C) sales models.

*"For years, Haworth has focused on practicing supply chain effectiveness. Now our focus is on the front-end of the business cycle, on our demand chain. We selected Sterling Commerce as the technology solution to drive this objective, creating more effective product selection, configuration, and pricing, as well as cleaner, faster orders."*

Mike Moon  
Vice-President, Global Information Services,  
Haworth

#### Lower the cost of sales through more effective selling

Managing a sales organization has never been more challenging, with multiple sales channels, multiple market segments, and complex products and pricing. But with Sterling Configure, Price, Quote, you can cut through the complexity of your selling processes to do business quickly and accurately. The deep capabilities of Sterling Configure, Price, Quote work to improve every aspect of product and service selection and validation, and convert leads into orders.

Sterling Configure, Price, Quote helps sales organizations:

- Configure complex products and services
- Rapidly set and enforce complex pricing strategies
- Prepare accurate, professional quotes
- Manage the quote negotiation and approval process

**Powerful pricing engine**

Sterling Configure, Price, Quote provides a centralized way to create, maintain, and manage pricing for your entire line of products and services—no matter how complex your pricing policies may be. This highly scalable and robust module integrates seamlessly with your enterprise systems and determines the appropriate pricing based on customer, customer segment, region, contract, or any other criteria you define.

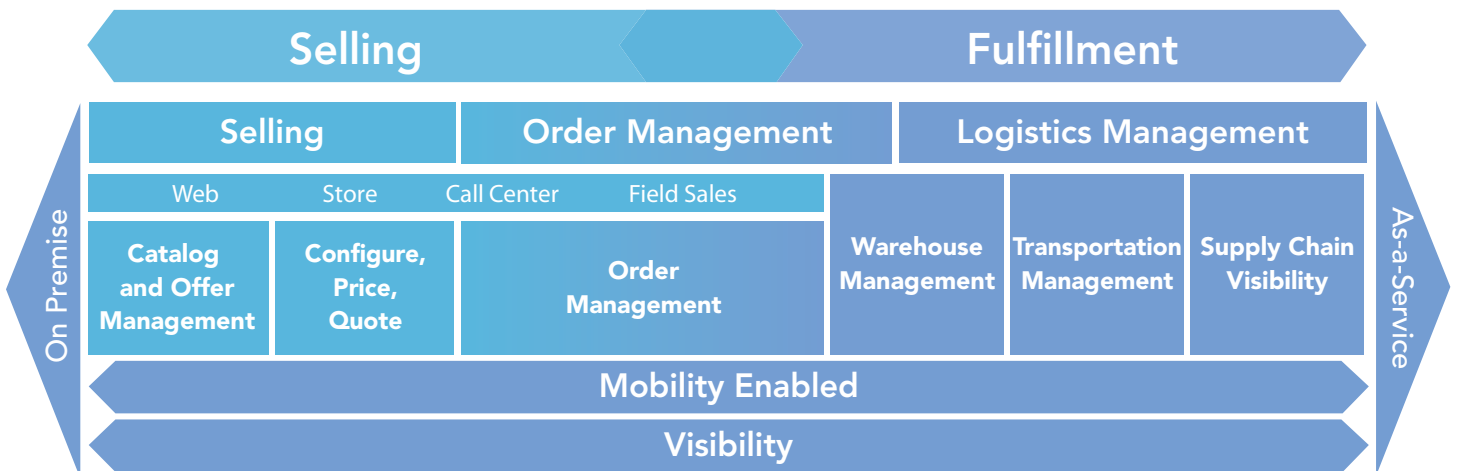
Centralized pricing gives you more control over your business, and enables you to respond more quickly to market changes and shifts in demand. You can manage price promotions enterprise-

wide and adjust price variables to increase margins. In a self-service environment, the pricing engine automatically applies pricing rules to list prices and takes discounts based on coupon codes entered by users.

**Flexible quoting**

Sterling Configure, Price, Quote quoting capabilities provide an easy way to create and negotiate professional quotes and automate the quote approval process. Sterling Configure, Price, Quote automates building quotes based on pricing rules and selections made during the configuration process. Quotes that used to take hours or days to prepare (through error-prone and labor-intensive processes) can be generated automatically in minutes. This not only saves valuable time, but increases accuracy—which means you can increase customer satisfaction even as you lower your cost of sale. You can also set up a private workspace for any prospect, customer or partner where they can access shopping carts, order templates, and manage their quotes.

Sterling Configure, Price, Quote is part of the Sterling Selling and Fulfillment Suite



## Sterling Configure, Price, Quote

| Capability          | Description   |
|---------------------|---|
| <b>Configurator</b> | Customize complex products and services based on multiple options and item-specific business rules                                |
| <b>Pricing</b>      | Manage and update product and service pricing for all market segments   |
| <b>Quotes</b>       | Allow creation of multiple quotes, and allow negotiation and conversion of accepted quote into an order                           |
| <b>Catalog</b>      | Deliver catalog information across the demand chain and manage the selling of products, services, bundles, parts, and accessories |

### More choice in deployment

Sterling Configure, Price, Quote 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 consuming the solution in a hosted, managed service or Software as-a-Service 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.

### Implement quickly and successfully

Sterling Configure, Price, Quote is based on a common application platform across the entire Sterling Selling and Fulfillment Suite. This secure platform relies on a service-oriented architecture (SOA) that enables you to leverage and extend your existing back-end systems.

Sterling Configure, Price, Quote can be implemented in 120 days or less. Once you're up and running, your company will be able to manage and syndicate

complex products and services, as well as price and configuration information, across multiple systems and organizations.

### A variety of channel options

You communicate with your customers, partners, and internal users in a number of different ways. Sterling Configure, Price, Quote supports all of the ways you interact with them—Web, field sales, store, and call center.

### Sterling Web

Sterling Web is a powerful e-commerce engine for building and managing electronic storefronts. Sterling Web allows you to launch and manage multiple Web storefronts, manage product pricing, enable self-service ordering, and assist sales and service representatives with powerful guided selling tools. These tools help your customers and partners find and compare products and services. They also create a personalized buying experience, where your customers and partners can place orders based on previous orders. You can use Sterling Web to increase direct sales, by building any number of branded Web storefronts.

And you can use them to increase indirect sales, by providing complete e-business capabilities to your channel partners.

#### **Sterling Field Sales**

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

#### **Sterling Store**

With Sterling Store, you can manage the various 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 from the store channel.

#### **Sterling Call Center**

Sterling Call Center lets you manage the various order capture and fulfillment processes in your call center. It 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.

#### **Realize the benefits of Sterling Configure, Price, Quote now**

Sterling Configure, Price, Quote is part of the Sterling Selling and Fulfillment Suite, a suite of modular applications that provides you with 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.

*Sterling Configure, Price, Quote is currently available in the United States, Canada, United Kingdom, France, Germany, Japan, and Australia.*

#### **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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