

Help customers find, configure and order products and services across all sales channels

Sterling Multi-Channel Selling

Executive Summary

Selling today is complex. From inquiry to cash, every step integrates with other processes—and each needs to be synchronized across multiple selling channels. Sterling Multi-Channel Selling cuts through this complexity to help you drive revenue, improve business responsiveness, and lower costs. It helps you create Web storefronts, offer dynamic catalog and pricing information, and enable customers and partners to find, configure, and order the right products and services across all sales channels—Web, call center, store, and field sales.

In this Solution Overview, you will learn about:

- How e-business supports all the ways you sell
- How a single solution supports B2B, B2C, and B2B2C selling models
- How you can ensure the correct and timely distribution of orders across multiple channels

Benefits of this solution:

- Increase revenue through more efficient selling
- Respond faster to changes in market demand
- Reduce costs through automated selling
- Make it easier for customers and partners to do business with you

The cost of poor integration

Creating an efficient, integrated selling environment grows ever more challenging—with sophisticated products and pricing, multiple market segments, direct and indirect sales channels, global customers and prospects, and diverse systems and data.

ERP and CRM systems were never designed to be customer and partner facing. Yet continuing to operate in a poorly integrated environment results in higher cost of sales, lost revenue opportunities, and competitive vulnerability.

One solution—for all the ways you sell

Sterling Multi-Channel Selling synchronizes selling and order management across your selling channels to drive measurable improvements in sales. It complements and extends your existing ERP and CRM investments by automating marketing, guided selling, quotes and proposals, and order management processes that extend beyond the four walls of your business.

Sterling Multi-Channel Selling benefits your company and all the ways you sell. It creates a consistent, unified buying experience and hides 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, and purchase the right products and services. Sterling Multi-Channel Selling allows you to present a unique buying experience for your prospects, customers, and partners through personalized merchandising, marketing, and retention programs for up-sell and cross-sell opportunities. It lets them easily locate, configure, and purchase the products and services that meet their needs. And, it orchestrates product and service fulfillment across global supply chains.

Increase revenue, lower sales costs

Sterling Multi-Channel Selling ensures that customers and partners have the right products and services configured accurately at the right price, delivered at the right time. It generates revenue by centralizing pricing and automating

“Sterling Commerce has helped Best Buy to rapidly implement an online capability for its new sales channel, Best Buy for Business, serving small- and medium-sized businesses. We want to expand market share among business customers while delivering the same rich sales experience they’ve come to expect as individual Best Buy consumers.”

Best Buy Co., Inc

quoting and ordering processes—which means you and your partners can close more business, through faster, more accurate response to customer inquiries. At the same time, it lowers your cost of sales through accelerated processes, fewer errors, and timely distribution of orders across disparate channels and IT systems.

Sell more products and services

Sterling Multi-Channel Selling allows you to increase customer loyalty and retention. It delivers your marketing campaigns through all of your selling channels while tracking results. Up-sell and cross-sell customers with features like gift registries, gift cards, coupons, and wish lists—even more ways to sell additional products and services.

Achieve cross-channel excellence

Sterling Multi-Channel Selling can be utilized across multiple selling channels—Web, call center, store, and field sales. Each of these channels use Sterling Multi-Channel Selling to guide prospects, customers, partners, sales staff, and call center representatives in selecting and validating 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.

More choice in deployment

Sterling Multi-Channel Selling 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.

Implement quickly and successfully

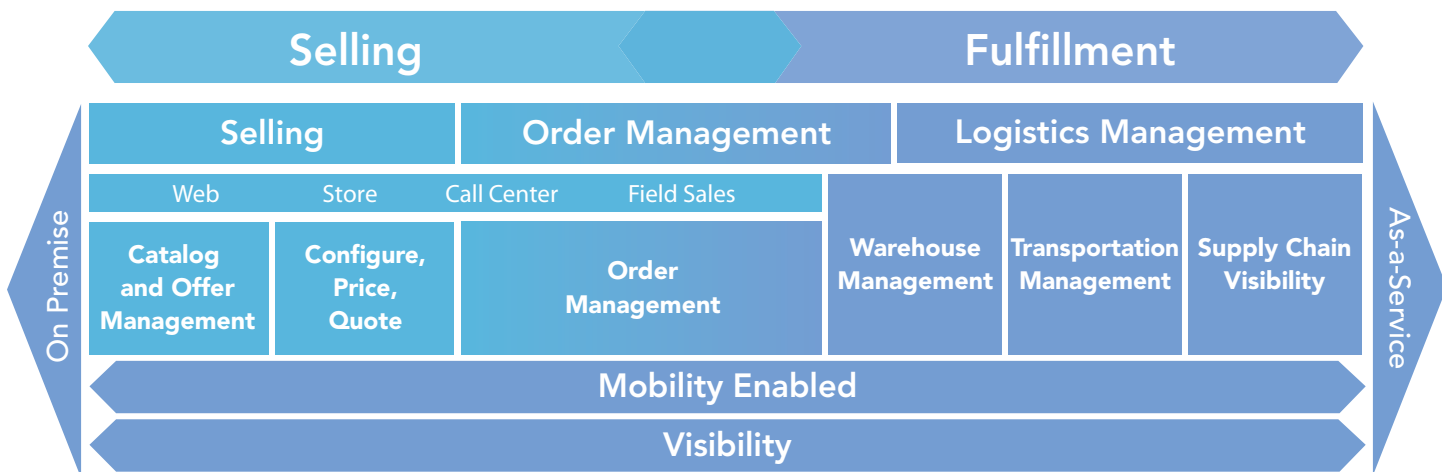
Sterling Multi-Channel Selling is based on a common application platform across the entire Sterling Selling and Fulfillment Suite. This secure platform relies on a service-oriented architecture (SOA) that enables you to leverage and extend your existing back-end systems. Sterling Multi-Channel Selling solutions can be implemented in 120 days or less.

Sterling Multi-Channel Selling includes the following integrated products:

- Sterling Catalog and Offer Management
- Sterling Configure, Price, Quote
- Sterling Order Management

Sterling Selling and Fulfillment Suite

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



Sterling Catalog and Offer Management

Respond quicker to market dynamics

Sterling Catalog and Offer Management improves business responsiveness by allowing business users to easily create and manage product and service catalogs, and build complex offers. It also helps you target offers and promotions, and retention programs through all sales channels to meet and adjust to changing customer and market demands. It aggregates products from multiple vendors into a single catalog and gives you full control over product pricing and catalog updates. It also includes parts assembly capabilities—to manage all aspects of ordering product parts.

Easily create and manage product catalogs

Sterling Catalog and Offer Management aggregates products from multiple vendors into a single catalog and provides you full control over product pricing and catalog updates. It also includes parts assembly capabilities—to manage all aspects of ordering product parts. With Sterling Catalog and Offer Management you can easily and quickly create and administer complex offers—all available through the various ways you reach your users.

Sterling Configure, Price, Quote Drive accurate product configurations with automated configure, price, quote

Sterling Configure, Price, Quote guides prospects, customers, partners, and internal users through the process of finding, configuring, and ordering complex products and services in a Web-based, self-service environment.

With Sterling Configure, Price, Quote you can:

- Manage leads, customer profiles, and contracts

- Rapidly set and enforce complex pricing strategies
- Prepare accurate, professional quotes

A powerful pricing engine allows you to determine the appropriate pricing based on customer, customer segment, region, contract, or any other criteria you define, while the quoting capabilities automate building quotes based on pricing rules and selections made during the configuration process. It provides a seamless mechanism to create, negotiate, and approve quotes for prospects into orders. Quotes that used to take hours or days to prepare (through error-prone and labor-intensive processes) can be generated automatically in minutes.

Sterling Order Management

Manage orders and grow revenue

Sterling Order Management is a flexible, turn-key application that aggregates orders from multiple channels to create a single view of demand, inventory, and supply across complex, global networks. It allows you to capture, distribute, and integrate orders from multiple sources and sales channels for processing and fulfillment across the extended enterprise.

Order from anywhere, fulfill from anywhere

Sterling Order Management combines multi-channel order aggregation with 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. Visibility into all internal and external inventory locations, together with event management, allows you to:

- Accurately predict delivery of goods and services

- Respond quickly to changes and exceptions
- Track inventory at any location, including inventory in transit or in production
- Automatically channel orders to best-fit fulfillment nodes to reduce buffer stock

A variety of channel options

You communicate with your prospects, customers, partners, and internal users in a number of different ways. Sterling Multi-Channel Selling supports all of 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.

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 Multi-Channel Selling solution components

Product	Description
Sterling Catalog and Offer Management	<ul style="list-style-type: none"> • Catalog – Deliver catalog information across the demand chain and manage the selling of products, services, bundles, parts, and accessories • Marketing – Deliver targeted messages online and personalized e-mail messages • Pricing – Manage and update pricing for all market segments • Configurator – Customize complex products and services
Sterling Configure, Price, Quote	<ul style="list-style-type: none"> • Configurator – Customize complex products and services • Pricing – Manage and update pricing for all market segments • Quotes – Provide quoting generation capabilities and allow negotiation and conversion of quotes into orders • Catalog – Deliver catalog information across the demand chain and manage the selling of products, services, bundles, parts, and accessories
Sterling Order Management	<ul style="list-style-type: none"> • Order sourcing – Fulfill each line of an order based on multiple user-defined options such as priority, location, etc. • Centralized inventory – Consolidates inventory information from multiple systems, generating a single view of all supply and demand • Customized fulfillment – Intelligent sourcing engine coordinates fulfillment across the extended enterprise • Partner coordination – Quickly include partners in the fulfillment of goods and services • Delivery and service scheduling – Orchestrate installation and additional services with the delivery of goods • Order brokering – Split orders based on the optimum fulfillment choices • Returns management – Define and manage the entire return, repair and exchange process

Sterling Multi-Channel Selling is currently available in North America; Europe, the Middle East and Africa (EMEA); and Asia Pacific Operations (APO).

Mobile access

Sterling Commerce provides multiple mobile applications that extend access and usage of Sterling Multi-Channel Selling capabilities to mobile devices. Sterling Store Associate Mobile enables store associates to find inventory, reserve inventory, and complete the sale from their mobile device. Sterling Order Management Mobile Framework provides a development framework

for companies to build and deploy a mobile store presence enabling customers to browse available products, find inventory, and order and pay for products all from their mobile device. And, Sterling Order Management Administrator Mobile enables system administrators to monitor and manage the Sterling Order Management system remotely via their mobile device.

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.

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