



Optimize supply chain execution and responsiveness, streamline trading partner connectivity

Sterling Commerce Solutions for Manufacturers

Executive Summary

Manufacturers who want to deliver lower operating costs, reduce inventory risks and increase their market share rely on Sterling Commerce manufacturing solutions to streamline their trading partner connectivity, increase supply chain responsiveness and optimize their supply chain execution processes. Our portfolio of integration, selling and fulfillment solutions, deployed on demand and on premise, provides maximum flexibility and scalability to manufacturers.

“The return on investment has far exceeded our initial expectations. We started off with a system intended for use in one business and one country, and we are now using it across four businesses and 20 countries. Yet, we are still probably only using ten percent of the technology’s potential.”

Donald DeFoe
Applications Manager,
Orica

The Sterling Commerce solution

Sterling Commerce manufacturing solutions enable manufacturers to optimize and transform their Business Collaboration Network. We help manufacturers control rising costs in today’s complex, global communities. Our B2B process integration solutions and selling and fulfillment solutions provide quick, cost-effective ways to connect, communicate and collaborate with trading partners of all sizes, while reducing operating expenses, boosting revenue and improving margins from higher sales and service opportunities.

Eliminate waste in supply chain collaboration

Manufacturers want to eliminate multiple integration platforms and “islands of integration” while leveraging and integrating existing assets. Manufacturers also want to reduce costs, errors and delays, and ensure secure collaborations and data exchange.

Sterling Commerce solutions support agile Business Collaboration Networks by providing a single B2B and enterprise integration platform, and streamlined onboarding and community management for any size business. Our Integration as-a-Service (IaaS) offering can cost-effectively and rapidly change and scale connections to trading partners. We also help ensure the secure exchange of transactions and files across your supply chain.

The Sterling Business Integration Suite provides an agile, SOA-based architecture that becomes the single gateway for trading partner and application-to-application data file transfers. With graphical modeling capabilities, users can create—and re-use—an unlimited number of rules-based file transfers that reduce the operating cost of B2B integration.

Issue	Capability	Benefit
Eliminate waste in supply chain collaboration.	<ul style="list-style-type: none"> • Unified B2B platform • Simplified, self-service onboarding • Specific services (Web forms, fax to EDI) to cost-effectively onboard any size business • Secure file transfer coordinated with transaction exchange • Multi-enterprise supply chain process orchestration • Managed services allows scalable, cost-effective IaaS, as well as hybrid deployments 	Reduced B2B costs, errors and delays via a uniform integration platform and streamlined partner connectivity options.
Improve responsiveness and minimize working capital risk.	<ul style="list-style-type: none"> • Seamless, single-source view of inventory to ensure accurate, cost-effective promising • On demand, quick-to-implement, scalable supply chain visibility that gathers feeds from all relevant internal and external systems • Out-of-the-box supply chain performance metrics to manage service levels and opportunities for process improvement 	Increased supply chain responsiveness and minimized working capital risks through global supply chain and inventory visibility.
Eliminate waste in forward and reverse logistics.	<ul style="list-style-type: none"> • Leading edge B2B platform to support full, global integration of order-to-cash and procure-to-pay processes • Leading edge transportation management system that optimizes all modes, including parcel • Top-ranked order management hub to ensure streamlined, distributed fulfillment • Reverse logistics capabilities that exceed typical ERP • E-invoice gateway to reduce the cost of compliance 	Streamlined and enhanced reliability of order-to-cash, procure-to-pay and returns processes via integration, logistics and order management.
Expand revenue sources.	<ul style="list-style-type: none"> • Web site e-storefronts to support sales across multiple tiers and channels. • Guided selling and configuration, price and quote functions for complex configure-to-order products to ensure consistency and accuracy • Support for aftermarket service and service parts via catalogs, service orders and tighter integration 	Enhanced market share, profitability and selling productivity through multi-tiered electronic selling solutions for channel partners and aftermarket.

Improve responsiveness and minimize working capital risk

Manufacturers want end-to-end, global visibility of all supply chain activity to detect exceptions and resolve them before serious disruptions occur. In addition, manufacturers need to have global inventory visibility to ensure that sales are not lost, avoid excess/obsolete inventory, and optimize working capital.

Sterling Commerce solutions provide multi-tiered supply chain visibility and actionable response with global inventory visibility and a networked warehouse management system. Our Sterling Supply Chain Visibility On Demand identifies exceptions in real-time and provides comprehensive performance reporting. Our Sterling Collaboration Network and Sterling Commerce Managed Services offerings

Manufacturing Business Collaboration Network



give you the data you need to drive continuous process improvement initiatives like Six Sigma across your Business Collaboration Network.

Our dashboards and centralized views across the supply chain enable you to take control of global inventory, reduce cycle times and improve cash flow.

Eliminate waste in forward and reverse logistics

Manufacturers want to optimize and streamline outbound logistics to gain better understanding of total landed costs and profitability. They also want to improve their supplier reliability, simplify their approach to complex supplier interdependencies and automate and standardize reverse logistics processes. Manufacturers need to orchestrate complex, multi-sourced order fulfillment and return processes that involve contract manufacturers, third-party logistics providers and other parties.

Sterling Commerce manufacturing solutions provide back-to-basics supply chain operational excellence by focusing on inbound and outbound logistics optimization and dock-to-dock tracking with procure-to-pay integration and network management services. We offer the leading order management hub to orchestrate multi-sourced, multi-party orders and our order management reverse logistics capability automates the return process and ensures end-to-end visibility.

Expand revenue sources

Leading manufacturers seek to expand their presence in retailer and distributor channels. They need to simplify the quoting of complex configure-to-order products and find ways to increase sales to the highly profitable aftermarket.

Sterling Commerce manufacturing solutions optimize multi-channel, distributed selling by providing

“The application improves visualization of information and provides an adaptive supply chain that allows us to quickly respond to market changes by automating business processes and manufacturing information.”

Keiichi Yumita
General Manager, Systems Strategy,
Sony Supply Chain Solutions, Inc.

e-storefronts and catalog and offer management capabilities that enable better positioning of your products via multiple channels. Our configuration, pricing and quoting offering ensures consistent, rapidly-delivered quotes and configurations, while our multi-channel selling capabilities help you manage service contracts, as well as parts and catalog requirements.

Real-world benefits

Companies that seek to transform their supply chain execution processes and optimize their connectivity with trading partners trust Sterling Commerce.

When a major dairy operator with over 1,500 weekly shipments involving 12 processing plants and 22 distribution plants wanted to enable real-time decisions during the order-to-delivery cycle, they implemented a Sterling Commerce solution and increased on time deliveries resulting in improved customer service.

When a consumer products manufacturer handling 130,000 shipments from 41 locations to 2,800 customer sites needed to drive out inefficiencies caused by manual processes, they chose Sterling Commerce to automate complex manufacturing operations and achieved 95% carrier compliance and nearly 15% savings in high-volume lanes.

When a maritime services provider with over 210 vessels faced a 500% increase in EDI transactions over 5 years, they deployed a Sterling Commerce solution and realized 91% ROI with a 1.1 year payback.

The Sterling Commerce portfolio for manufacturers

Our portfolio of manufacturing solutions empowers your company to optimize and transform its Business Collaboration Network.

The Sterling Business Integration Suite enables you to:

- Integrate and automate internal and external processes with suppliers,

carriers, 3PLs, and even the most diverse supply chain partner base to reduce cost, errors, and delays

- Onboard and manage your trading communities to reduce the implementation impact on your staff and deliver increased speed to benefit

The Sterling Selling and Fulfillment Suite enables you to:

- View and manage your inventory to increase sales and customer satisfaction, reduce on-hand inventory, and increase profit margins without the risk of stock-outs
- Access a carrier base of over 7,000 on demand to reduce manual effort and transportation management costs
- Provide an order management hub to orchestrate the capture, sourcing, and delivery of complex orders
- Manage your warehouses with worldwide inventory views to increase the accuracy of your customer promising

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.

Sterling Commerce
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