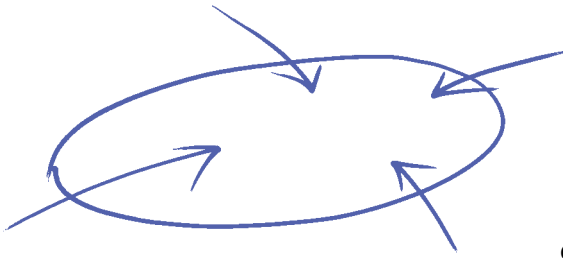


Sterling Commerce simplifies retail cross-channel execution



Sterling Commerce Solution for Retail

Executive Summary

As a present-day retailer, you operate in a complex multi-channel world—with multiple customer touchpoints, complex product and service assortments and pricing, multiple market segments, global suppliers, and diverse distribution and fulfillment channels. But, the inability to operate seamlessly across this complex landscape directly undermines the three most critical executive and shareholder imperatives: growth, profit, and the customer experience. Sterling Commerce is the only source for a comprehensive, fully-integrated cross-channel selling and fulfillment suite that enables truly seamless end-to-end execution.

This Industry Overview includes:

- An introduction to Sterling Commerce solutions for retail—Sterling Selling and Fulfillment Suite
- Brief descriptions of solution benefits and capabilities
- Information you need to maximize interoperability between your sales, sourcing, distribution, and fulfillment channels

Benefits:

- Deliver a seamless, personalized cross-channel shopping experience.
- Provide complete visibility and true “research, buy, track, receive, and return anywhere” capability.
- Obtain timely access to decision-critical information.
- Protect sensitive consumer information.
- Leverage and extend your back-end ERP and CRM systems.
- Access the power of community.
- Respond quickly to changing customer and market demands.

The Sterling Selling and Fulfillment Suite™ is a collection of modular applications that gives you complete visibility and control over your sales, sourcing, distribution, and fulfillment processes. Sterling Selling and Fulfillment Suite manages all steps of the cycle—from order offer and capture to fulfillment and return—as a single, unified process across systems, channels, business units, and supply chain partners. You can now create a superior buying experience for your customers and shield them from the complexities of your world. At the same time, you can respond more quickly to changing market demands while also improving operational efficiency.

Like all of our solutions, Sterling Cross-Channel Selling™ is designed to work with existing technology—whether legacy, ERP, or best-of-breed applications—to minimize implementation complexity, cost, and time. It thoroughly addresses the myriad of cross-channel order offer, capture, and

“Sterling has helped Best Buy to rapidly implement an on-line 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

management challenges that confront multi-channel retailers. With it, you can create Web storefronts, offer dynamic catalog and pricing information, and enable customers to find, configure, and order the right products and services across all available touchpoints—Web, call center, store, and field sales. Using its merchandising and marketing capabilities, you can leverage customer behavior and profile information from all channels to proactively target the most compelling offers—increasing customer loyalty, share of wallet, and overall market basket size.

Sterling Cross-Channel Fulfillment™ provides a single view of demand, inventory, and supply across complex, global supply chain networks. This single view—together with flexible exception detection and recovery mechanisms and flexible process management—gives you control over the entire fulfillment lifecycle from order management, to supply management, to warehouse operations, to transportation and delivery management, to returns and settlement. With Sterling Cross-Channel Fulfillment, you can increase responsiveness to customers while also driving new revenue through the sale and delivery of customized configure-to-order products and specialized service offerings such as kitting, testing, installation, and repair. And, with the high configurability of Sterling Commerce solutions, you can quickly model even the most unique processes to support these expanded offerings.

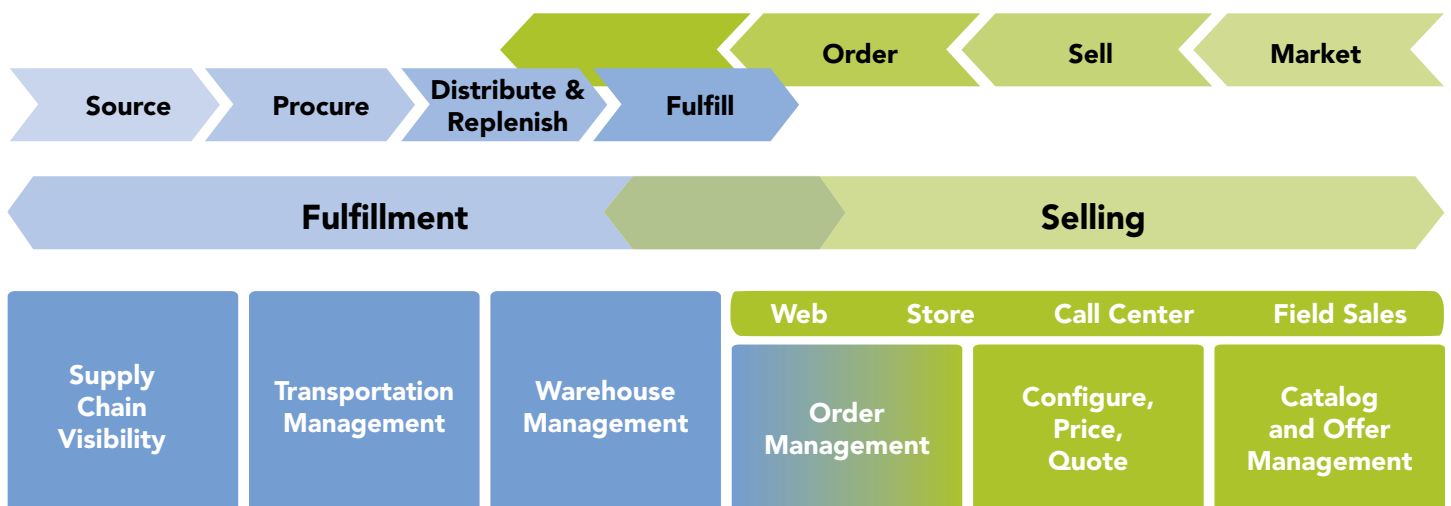
To enable secure, timely access to decision-critical information; link disparate technology silos; and enable seamless, automated collaboration with even the most diverse supply chain partner base, the Sterling Selling and Fulfillment Suite includes the most powerful business-to-business (B2B) and

enterprise application integration (EAI) capabilities in the industry. In addition, you can leverage proven community on-boarding and management services to increase partner adoption rates, reduce the implementation impact on your staff, and deliver accelerated speed to benefit.

With the Sterling Selling and Fulfillment Suite, you can drive cross-channel:

- **Growth** – Revenues increase when you enable seamless cross-channel shopping, refine targeted marketing and guided selling, expand assortments, improve in-stock positions, and deliver the unified customer experience.
- **Profitability** – Operational efficiency drives lower costs, reduced cycle times, liberated resources, and improved service levels through cross-channel and cross-enterprise process integration, automation, and orchestration.
- **Responsiveness** – Real-time cross-channel and cross-enterprise visibility and exception detection/recovery redefine the value that can be delivered to the customer and to internal constituencies as business process flaws can be identified and corrected quickly and efficiently.

Sterling Selling and Fulfillment Suite



Sterling Selling and Fulfillment Suite

Solution Components	Capabilities
Sterling Catalog and Offer Management	Easily build and manage unique product and service catalogs, personalized offers and promotions, and targeted retention programs across every available touchpoint.
Sterling Configure, Price, Quote	<ul style="list-style-type: none">• Automate even the most complex selling processes.• Tailor pricing by customer, segment, or other criteria.• Manage promotions enterprise wide.
Sterling Order Management	<ul style="list-style-type: none">• Aggregate and manage orders from multiple sources to create a single view of demand, inventory, supply, and the customer across all channels.• Declare war on stock-outs while reducing excess inventory.
Sterling Warehouse Management	<ul style="list-style-type: none">• Obtain visibility and control over inventory, labor, and warehouse processes across your network of storage facilities.• Leverage an automated business process framework to reduce inventory and operational costs, improve customer satisfaction, and improve cash flow.
Sterling Transportation Management	Reduce transportation costs and management complexity by applying automation and the power of community (of more than 8,000 carriers) to your inbound and outbound transportation processes.
Sterling Supply Chain Visibility	<ul style="list-style-type: none">• Deliver real-time, role-specific views into inventory, order, and shipment status across diverse supply networks.• Execute automated exception detection and recovery to avoid the impact of supply chain disruptions.
Sterling Integrator Retail Edition	<ul style="list-style-type: none">• Enable secure, timely access to decision-critical information using best-of-breed business-to-business (B2B) and enterprise application integration (EAI).• Automate even your most unique processes.• Dramatically improve PCI (Payment Card Industry) compliance.
Sterling Managed File Transfer	<ul style="list-style-type: none">• Securely and reliably transport sensitive data within and between enterprises.• Ensure that critical data transfer takes place as scheduled.• Dramatically improve PCI (Payment Card Industry) compliance.
Sterling Collaboration Network	Leverage the power of community with integration and secure connectivity to more than 19,000 companies and more than 90 network interconnects (supporting more than 280,000 trading pairs).
Sterling Community Management	<ul style="list-style-type: none">• Utilize our On-Boarding and Management services to more quickly connect to more supply chain partners while minimizing the impact on your personnel.• Employ our Managed Services to outsource non-core IT functions while maintaining quality of service and system reliability.

At Sterling Commerce, industry expertise is central to everything we build

Over the course of 33 years, Sterling Commerce has become an expert in the unique nuances of retail. In fact, the majority of the leaders in your industry are Sterling Commerce customers. We understand how technologies and best practices differ across product assortments, company types, and continents and borders. And, we can help you make sound strategic decisions

about your business automation initiatives. Our innovative software and service solutions align with your business processes to meet your strategic objectives, scale to your volume to reduce the complexity of fragmented systems and diverse supply networks, and enable profitable growth by allowing you to conduct business in a way that maximizes your customer's experience while optimizing your operational efficiency.

About Sterling Commerce

Sterling Commerce helps 80% of the FORTUNE® 500 thrive in a global economy. We provide innovative solutions to process integration challenges between companies and their customers, partners, and suppliers to help them achieve higher levels of performance — and business without borders. With over 30,000 customers worldwide, we have unparalleled experience in the retail, manufacturing, financial services, wholesale distribution, logistics, and communications industries. Sterling Commerce is an AT&T (NYSE:T) company. Learn more at www.sterlingcommerce.com



For all Sterling Commerce offices worldwide, visit www.sterlingcommerce.com

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