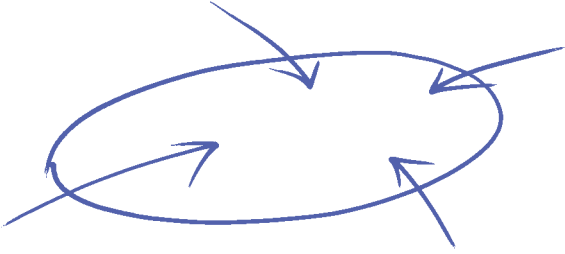


Sell more, sell smarter with Sterling Selling and Fulfillment Suite



Sterling Commerce in the Wholesale Distribution Industry

Executive Summary

To succeed in today's competitive environment, you need the flexibility to deliver individualized services — such as private labeling, special packaging or kitting — knowing your IT environment will back you up and enable you to deliver those services profitably. Sterling Selling and Fulfillment Suite creates that environment, so you can deliver custom services at an attractive price point and still meet your profitability goals.

In this Industry Overview, you will learn the value of:

- A single system that automates the entire order life cycle from inquiry to cash
- A flexible IT environment that supports your business and your expansion goals
- A solution partner that understands the complexity of your challenges

Benefits of this solution:

- Increase revenue by delivering individualized services to each customer
- Lower costs through intelligent order sourcing across complex supply networks
- Process orders faster by reducing manual processes and speeding order to cash cycle times
- Reduce warehouse and transportation costs through better utilization of fulfillment assets

We can help you meet your toughest challenges

Today's wholesale distributors are faced with unprecedented competition. To thrive, you need to acquire new customers, grow your existing accounts, and continue to drive efficiency in ever more complex operating environments. But industry consolidation often results in a collection of order management and fulfillment systems that don't communicate with one another, making it difficult to serve customers or even know what's in stock.

The ideal solution for complex operations that change often

The Sterling Selling and Fulfillment Suite for wholesale distributors can help you meet these challenges. A modular suite of service-oriented applications, it is ideal for complex operations that change frequently. It extends your ERP and CRM systems to configure complex orders, check inventory availability across multiple locations, and balance supply with demand across complex fulfillment networks.

With Sterling Selling and Fulfillment applications, you can offer your customers innovative, highly customized services — profitably — and gain lasting competitive advantage by selling on value. And, because they integrate with disparate catalog, order management and warehouse systems, you can extend your existing investments while capitalizing on new sales channels immediately.

Achieve new levels of efficiency across warehouses, product lines, and customer requirements

Sterling Commerce wholesale distribution solutions can help you drive efficiency in every area of your business. With end to end visibility across multiple warehouse types, product lines, and customer requirements, you can automate your most complex order management processes. And when they change, you won't have to deal with resource-consuming modifications or manual workarounds.

Better utilize assets and reduce shipping costs

The Sterling Selling and Fulfillment Suite includes a powerful, on-demand transportation management system (TMS) to help you better utilize equipment, map shortest routes, and find the lowest cost carriers. Our network of electronically integrated carriers streamlines shipment management and freight payment processes, resulting in highly-efficient shipping operations.

Gain more control over supply while simultaneously influencing demand

Sterling Selling and Fulfillment is the first suite of applications to automate the entire order life cycle, from inquiry to cash. It gives you unprecedented control over supply and demand by allowing you to track, commit, and redirect all inventory — in house, at your supply partner or in transit — and react to imbalances in demand with the best automated selling tools on the market. It all adds up to revenue growth, higher profit margins, and greater responsiveness to customers.

Benefit from a more flexible and adaptive IT environment

Sterling Selling and Fulfillment applications share a single, unified technology platform based on a service-oriented architecture (SOA) and business process modeling. This

flexible and adaptive architecture allows you to change business processes as circumstances or customers dictate.

Your challenges and how we can help

Following are some specific challenges we hear from customers in the wholesale distribution industry — and how we can help you to meet them.

“We miss sales opportunities because we lack visibility to available inventory.”

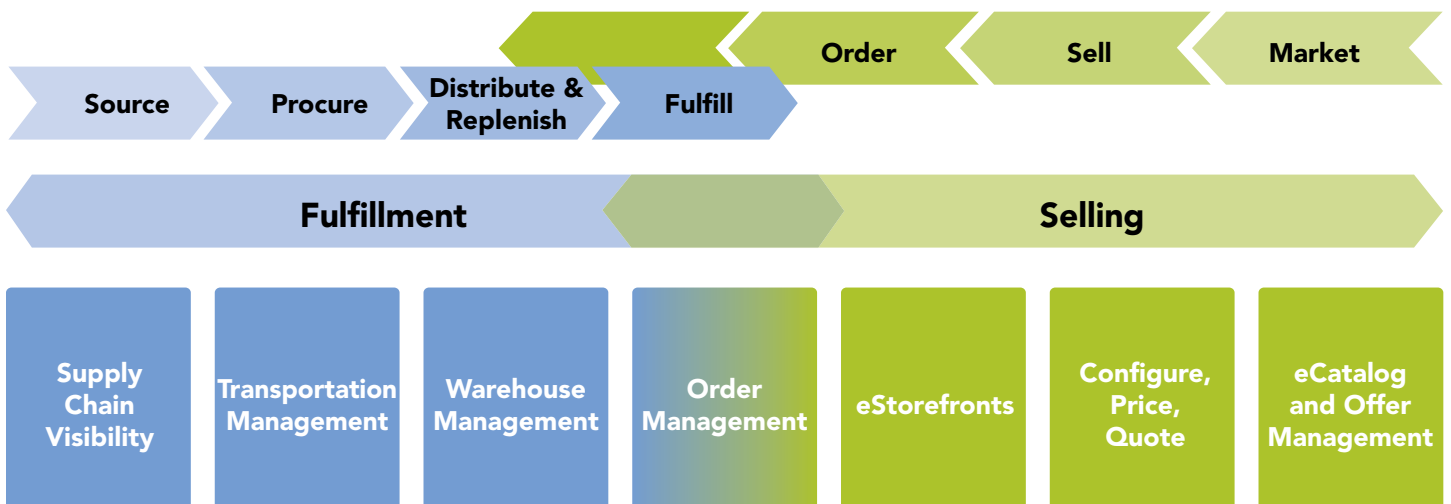
A major challenge for companies that run multiple systems in parallel is to track inventory across warehouses and stocking locations, as well as inventory in transit. Sterling Warehouse Management gives you this visibility across a network of fulfillment locations. It provides a dashboard view of real-time warehouse activity, putting order and inventory information in the hands of your customer service representatives and warehouse managers — and can even extend this visibility to customers and suppliers.

“Our margins are consumed by increasing transportation costs and poor equipment utilization.”

With rising fuel, labor and equipment costs, managing transportation efficiently is more important than ever. The Sterling Transportation Management System (TMS) provides shippers with

Sterling Selling and Fulfillment Suite

Sterling Selling and Fulfillment applications automate the entire order life cycle from inquiry to cash. And most implementations take 120 days or less. For a complete list of capabilities, see the chart on the last page of this overview.



on-demand, Web-based access to a collaborative logistics network of more than 7,000 carriers, transacting over three million shipments per year. Offering automated load building, online carrier selection, freight routing, rating, tendering and settlement, Sterling TMS both reduces your costs and enables you to provide consistent delivery service.

Sterling TMS includes capabilities for shipment planning, execution, settlement and analytics. Shipment planning enables you to group orders, plan routes and identify the lowest cost carriers. Execution capabilities provide collaborative workflows to manage deliveries with your fleet or with contracted carriers. Freight bill settlement accelerates invoice processing and payment approval, while analytics help you track costs, identify opportunities for savings, and monitor carrier performance. In addition, because all of these best-in-class capabilities are available on demand, your investment is less, your time to value is faster, and your ongoing access to the latest and best technology is assured.

“We cannot satisfy new customer requirements because our systems are inflexible.”

When your customers change the rules, you need to be able to respond quickly. Sterling Commerce solutions incorporate process-modeling capabilities that easily adapt to new requirements. So when your customers ask for additional documentation, or special configurations, or introduce new compliance requirements, you can deliver exactly what they want — with minimal disruption to your current operations.

“Lack of visibility causes service failures and fire fighting that could be avoided.”

Better visibility into your operations can help you avoid costly distribution pitfalls. Sterling Commerce solutions enable you — and your customers — to see order status in real time, thereby reducing customer service calls. They also monitor key milestones in the fulfillment process and send proactive alerts to identify problems before they become service failures.

“We are missing cross-sell opportunities because we are running multiple parallel systems.”

A primary growth strategy in this industry is to be able offer new products to existing customers. But if your sales representatives can't easily access catalog information for the new product line, cross-sell opportunities are lost. Sterling Commerce can help you coordinate catalog, packaging and pricing information from multiple systems and present it in a consistent, usable format — without the high integration costs and six-to-twelve month wait time. Moreover, we can give you visibility into available inventory so you can make delivery commitments for any combination of products and services.

“We are not gaining increased purchasing power from our acquisitions because we can't consolidate our orders.”

Companies and product lines are much easier to merge than the IT systems that support them. But with the Sterling Order Management solution, you can consolidate orders across disparate systems, giving your company increased purchasing power. Later, when the

Sterling Selling and Fulfillment Suite at a glance

Multi-channel selling solutions	Capabilities
eStorefronts	<ul style="list-style-type: none"> • Branded Storefronts • Partner Storefronts • Pricing Engine • Promotions • Coupons • Cross-sell and Up-sell
eCatalog and Offer Management	<ul style="list-style-type: none"> • Catalog Manager • Parts modeler • Promotions • Campaigns • Partner Programs • Pricing
Configure, Price, Quote	<ul style="list-style-type: none"> • Configuration • Inquiries • Leads • Customer Profiles • Contracts • Service Contracts • Pricing • Profitability Analysis • Quotes
Selling solutions include the following customer service capabilities:	<ul style="list-style-type: none"> • Selling Assistance • Order status • Order History • Customer Demographics • Personalized Product Information • Recommendations • Wizards
Multi-channel fulfillment solutions	
Order Management	<ul style="list-style-type: none"> • Order Sourcing • Centralized Inventory • Customized Fulfillment • Partner Coordination • Delivery and Service Scheduling • Order Brokering • Returns Management • Call Center Management
Warehouse Management	<ul style="list-style-type: none"> • Logistics • Inbound Shipment Visibility • Outbound Scheduling • Reverse logistics • Value-added services
Transportation Management	<ul style="list-style-type: none"> • On-Demand Model • Planning • Execution • Financial settlement • Advanced analytics • Connectivity to over 7,000 Carriers
Supply Chain Visibility	<ul style="list-style-type: none"> • Supplier Dashboard • Event management • Business Process Modeling • Supplier Performance Tracking

goods come in, you can disaggregate the orders, channeling each order to the right system and the right customers. You can even optimize outgoing truck loads, combining thousands of products that have been ordered through this same process of aggregation-for-buying-power and separation-for-delivery.

Realize the benefits of Sterling Selling and Fulfillment Suite now

These are only a few examples of how Sterling Commerce can help your company operate more profitably through the Sterling Selling and Fulfillment Suite. Find out more by speaking to one of our wholesale distribution experts.

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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