



o Grow profitability by reducing cost and increasing reliability of B2B operations

Sterling Commerce Managed Services: Sterling B2B Manager

Benefits

- World-class technical support around the clock, with a "dial tone" reliable infrastructure, all achieved with superior cost-effectiveness
- Document expertise that reduces order, price and invoice errors, and manages your document delivery processes against an agreed SLA
- Skilled consultants that optimize your e-commerce strategy

Related Offerings

- Sterling B2B Integrator
- Sterling B2B Community Manager
- Sterling B2B Custom
- Sterling B2B Remote
- Sterling Collaboration Network
- Sterling Information Broker

Overview

Sterling B2B Manager builds on the capabilities of Sterling B2B Integrator to provide document process management. This means that Sterling Commerce takes responsibility for ensuring that documents are sent and received against a service level agreement (SLA), plus Premium Support and Integration Services.

B2B communications are crucial to business success

Business-to-business (B2B) electronic commerce uses multiple "moving parts," with each an opportunity for failure. The impact of such failure in the business process can be lost revenue and increased costs as errors in orders, prices, and invoices result in stock-outs, charge-backs, and late shipments. Clearly, B2B communications are key to business success.

Internal management and improvement of these processes require skilled and experienced business analysts who can optimize your e-commerce strategy. At a time when these experts are in short supply across the industry, it is difficult and expensive to recruit and retain them, as are the personnel required to manage and support your document process management.

Moreover, even for organizations that employ successful business analysts, the needs of e-commerce processes are often shunted aside. Simply put,

"Evaluate managed services when making major changes or expansions to your B2B e-business infrastructure. You can effectively outsource much of the onboarding and ongoing maintenance to a third party, reducing the internal head count and complexity of integration to back-end systems."

Bill Swanton
AMR Research
"B2B E-Business: The Murky Evolution to Managed Services," November 2006

for organizations that do have the skills in-house to improve these processes internally, the challenge becomes execution. Such projects are often delayed, as core business projects take precedence.

Sterling B2B Manager helps increase capability and profitability in your B2B operations

Sterling B2B Manager builds on the capabilities of Sterling B2B Integrator to provide additional Transition Services, Document Process Management, Premium Support, and Integration Services. This results in cost-efficiencies, due to round the clock, world-class support and a "dial tone" reliable infrastructure. It also reduces order, price, and invoice errors, through the use of Sterling Commerce expertise in the management of your document delivery process against an agreed-upon SLA. And with Sterling B2B Manager, skilled consultants are always on hand to optimize your e-commerce strategy and help make your business more successful than ever.

Sterling B2B Manager builds on the capabilities of Sterling B2B Integrator to provide:

Document Process Management

Sterling Commerce takes responsibility for ensuring documents are sent and received against a SLA by working with your staff to resolve document process issues.

Premium Support

A higher degree of pro-active support through:

- Dedicated number for call handling with personnel on line for extended hours
- Calls handled by Senior customer support reps
- Faster escalation of any items not handled in Level 1
- Support access to all client employees
- Single point of contact for all business issues, escalations, questions, etc.
- Assigned customer service representatives
- Support calls have higher priority
- Enhanced escalation management
- Configurable automated alerts

Transition Services

Adds to the Project Management provided with Sterling B2B Integrator to include the following services to transition you into the managed services environment:

- Architectural design – Develops the architectural plan for transition including all requirement definitions around process and infrastructure
- Program planning – Develops a plan to ensure the high level project objectives are met
- Communications planning – Develops a plan to ensure relevant and timely communication methods for all transition stakeholders
- Integration testing – The process of testing that the customer and its trading partners are receiving data to their back-office systems from the Managed Services environment.
- Process design – An optional service provided SOW based professional service

Custom Service Level Agreement

Service levels configured and agreed to meet the needs of your specific business.

Integration Services

The skilled and experienced resources to develop the customers B2B collaboration strategy:

- Integration testing – Optional services provided to ensure the Sterling Environment Managed Services is fully integrated with the customers back-office behind their firewall
- Map Integration Testing – The process of testing that maps created for the customer and its trading partners are functioning correctly
- E-commerce strategy services – A consultative exercise conducted at least once a year, with the objective of identifying and planning the customers B2B requirements for the next 1-3 years based on the customers business objectives
- Architectural design services – Develops the architectural plan for additional services required by the customer including all requirement definitions around process and infrastructure
- Custom process design – Optional service provided to enable you and your trading partners to develop custom integration processes
- Application consulting services – Optional service, which provides and implements application integration adapters for many prominent back office solutions

Supplier Portal Development

An optional service, providing:

- A branded supplier portal for the customer, enabling suppliers to access information including:
 - B2B specifications for documents
 - protocols required
 - information on new initiatives

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

©2007, Sterling Commerce, Inc.
All rights reserved. Sterling Commerce and the Sterling Commerce logo are trademarks of Sterling Commerce, Inc. or its affiliated companies. All products referenced are the service marks, trademarks, or registered marks of their respective owners.
Printed in U.S.A.

SC0499 08/07