

Sterling Commerce allows Cengage Learning to reach B2B and B2C customers through e-business



Cengage Learning

Location

Stamford, CT

Industry

Media

Business challenge

Cengage needed to add a new e-business platform to serve new and existing customers with the latest in coupon, discount, multiple storefronts, promotion, or campaign functionality

Solution

Sterling Multi-Channel Selling™

Benefits

- Manage all of Cengage Learning's e-business initiatives
- Handle both B2C and B2B storefronts
- Support selling individual book chapters
- Offer unique pricing through regional sites
- Offer quoting and order management to support their B2B relationships
- Integrates with their multiple ERP back-end systems

Customer background

Cengage Learning delivers highly-customized learning solutions for colleges, universities, instructors, students, libraries, government agencies, corporations, and professionals around the world. These solutions are delivered through specialized content, applications, and services that foster academic excellence and professional development, as well as provide measurable learning outcomes to their customers. Cengage Learning's mission is to be the most respected and innovative source of teaching, learning, and research solutions for the academic, professional, and library markets worldwide.

Business challenge

By 2005, Cengage Learning's e-business platform was outdated and their original vendor had changed ownership. The legacy e-business platform provided only basic capabilities and did not offer coupon, discount, multi-storefront, promotion, or campaign functionality. Cengage Learning wanted to adopt a new e-business platform to serve existing and new customers.

Cengage Learning began investigating e-business vendors and narrowed down their search to six vendors, based on a leading analyst firm's recommendations. A number of the vendors evaluated could only support business-to-consumer scenarios—simply providing a vehicle to take orders.

Solution

Cengage Learning selected Sterling Multi-Channel Selling to enable all the storefronts for their multiple lines of business. The comprehensive Cengage Learning e-business initiative includes their iChapters site (www.ichapters.com), a business-to-consumer Web site where students can purchase more than 40,000 new print textbooks, eBooks, single eChapters, and print, digital, and audio study tools. Downloadable digital course material includes single chapters of textbooks as well as full textbooks.

In addition to iChapters, Sterling Commerce powers Cengage Learning's business-to-business Web site, where traditional bookstores, college and off-college student bookstores, and school districts can purchase traditional print textbooks. The Sterling Commerce e-business solution allows Cengage Learning to build regional storefronts for different geographies with region-specific pricing. Each site offers both print and online textbook content—and enables them with coupon, discount, quoting, and special promotions capabilities. The initial deployment took less than 120 days.

Key benefits

Cengage Learning delivers state-of-the-art, tailored learning solutions for individuals, businesses, and institutions around the world. They deliver these solutions through specialized content applications and services that foster academic excellence, professional development and measurable competitive advantage. Their market group is made up of complementary yet diverse businesses that provide the products and services that Cengage Learning customers need. Cengage Learning businesses offer a full range of learning resources for the tailored, best-in-class solution that's right for their customers.

The Sterling Commerce system helps Cengage Learning:

- Manage all e-business initiatives
- Handle multiple B2B and B2C storefronts with site-specific pricing
- Support selling individual book chapters
- Provide coupons and special promotions necessary for the B2C environment
- Offer quoting and order management to support their B2B relationships
- Integrate with their multiple ERP back-end systems

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.

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