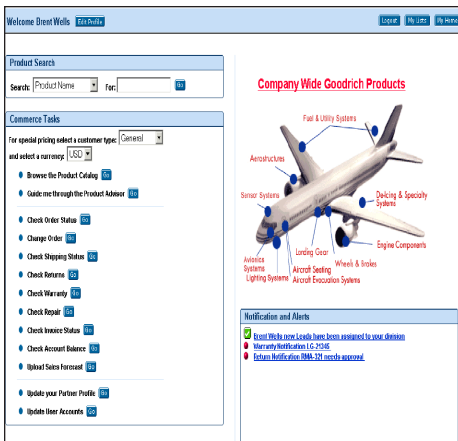


Sterling Commerce streamlines order management process



Location

Charlotte, North Carolina

Industry

Manufacturing

Business challenge

Make it easier for customers to do business with Goodrich by providing an online catalog and order management system for aerostructures aftermarket parts.

Solution

Sterling Multi-Channel Selling™

Benefits

- Provide 24/7 customer access to product information, pricing, ordering, and order status
- Increase customer satisfaction and loyalty
- Maintain competitive advantage by providing timely and accurate information to customers on demand

Goodrich Aerostructures

Customer background

Goodrich Aerostructures holds a leading share of the world market for its core products. They are the world's leading independent full-service supplier of nacelles, thrust reversers, and pylons. In addition to its core products, Goodrich Aerostructures applies its exacting systems integration, specialized engineering, and one-of-a-kind processes to a whole range of specialized aerostructures. These products include lightweight, temperature-resistant APU tail cones for regional jetliners, damage tolerant rigid cargo barriers for freighter aircraft, and corrosion-resistant structures for tactical military aircraft.

Goodrich Aerostructures provides direct support to over 450 airlines. Approximately 90% of the aircraft in the world's commercial aircraft fleet (excluding aircraft manufactured in the former USSR) contain one or more Goodrich Aerostructures Group products. The Group manages the design, tooling, manufacturing, certification, and delivery

of complete nacelle systems in partnership with its airframe, engine, and airline customers. Following product delivery, Aerostructures offers life-of-service spare parts, technical support, and repair resources through its global customer support network.

Business challenge

While Goodrich's Aerostructures division is a clear industry leader, it faces a number of challenges to maintain that position. With a small industry customer base, service is critical for aerostructures aftermarket parts providers. The company recognized that delivering real-time, accurate information is vital to success in a time-sensitive industry. Furthermore, competing in a global marketplace requires the company to provide 24/7 access to key account information. Goodrich's Aerostructures division needed a way to increase its competitive advantage by improving customer loyalty and satisfaction. It needed a way to make it easier for customers to do business with them.

“The benefits from the Sterling Commerce solution align well with Goodrich’s aftermarket strategy to ‘make it easy to do business with us’. We are extremely pleased with the solution and service Sterling Commerce provides.”

Paul Faretta, Director,
Commercial Business Aerostructures Division,
Goodrich Corporation

Solution

Goodrich Aerostructures division’s aftermarket parts customers include airline owners and operators and third-party maintenance and repair companies. Most orders fall into two categories:

- Aircraft on ground (requiring especially speedy order resolution)
- Normal or replenishment

Prior to deploying Sterling Commerce, the division had a high percentage of orders and order status inquiries which were handled manually. Most inquiries were for order status updates.

With regards to catalogs and pricing, Goodrich has both a published catalog that locks prices for a year and an unpublished catalog.

Goodrich’s Aerostructures division searched for a software partner to streamline their order management

process as growth in demand increased. It wanted an online system for its aftermarket parts customers that enabled search, pricing, quoting, and ordering of products when and how customers preferred. It also wanted a system with e-mail notifications that pushed useful information to customers.

Goodrich’s Aerostructures division conducted a rigorous six-month evaluation of software vendors before choosing Sterling Commerce. It looked not only at Sterling Commerce software architecture and flexibility, but also at total cost of ownership (implementation and maintenance), company viability, industry experience, and usability. Sterling Commerce met a substantial proportion of Goodrich Aerostructures division’s business requirements right out of the box.

Key benefits

The division chose Sterling Commerce as its demand chain management solution. The new online system, Sterling Multi-Channel Selling, provides a comprehensive aftermarket parts catalog, pricing, quoting, and order management solution with e-mail notification. Customers are now able to:

- Search over 42,000 products
- Review product availability by warehouse location

- Access customer-specific pricing information
- Request custom quotes
- Place orders online
- Check status of all orders whether submitted online, via fax, or Spec2000 (EDI)
- Receive e-mail alerts for shipment notification, order status changes, and order acknowledgement

The Sterling Multi-Channel Selling solution involves integration with the SAP ERP system at Goodrich. There are thirteen interfaces between Sterling Commerce and SAP, which enables Sterling Commerce to pull data from SAP with near real-time speed, and quickly download data collected from customers.

Sterling Multi-Channel Selling was implemented in five months. Benefits included:

- Over 50% increase in user adoption since Web site launch
- A 100% increase in the amount of online ordering (Internet orders have risen from 15% to 33% since the adoption of the Sterling Commerce solution)
- Decreased order processing costs by reducing manual order entries
- Increased 24/7 self-service capabilities and service levels contributing to customer satisfaction and loyalty

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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