

# Sterling Commerce satisfies unique business customer needs, increases sales, improves customer perception



#### Location

Minneapolis, Minnesota

#### Industry

Retail

#### Business challenge

Multi-channel sourcing and fulfillment

#### Solution

Sterling Multi-Channel Selling™

#### Benefits

- Makes it easier for business customers to do business with Best Buy, increasing sales and customer satisfaction
- Delivers business customers a highly personalized and relevant self-service e-business experience, with targeted products, promotions, and pricing
- Enables sales operations to control pricing and promotions and review daily operations
- Facilitates the fulfillment of products with 3rd parties through automated order management, tracking and fulfillment

## Best Buy

### Customer background

Best Buy is an innovative FORTUNE® 100 growth company that continually strives to create superior customer experiences. Through more than 840 retail stores across the United States and in Canada, its employees connect customers with technology and entertainment products and services that make life easier and more fun. Best Buy sells consumer electronics, home-office products, entertainment software, appliances, and related services. Today, Best Buy is North America's number one specialty consumer electronics retail store, a position the company achieved by putting the customer at the core of its business, delivering the right new products, services, and subscriptions, and continually improving its supply chain, capital allocation, and administrative operations.

Wanting to expand upon its success in the consumer market, the company created Best Buy for Business, focused on developing small- and medium-sized business customers in business, government, and education. The objective of Best Buy for Business is to deliver customers the same rich sales experience they've come to expect as Best Buy consumers, coupled with more personalized and relevant information, product offerings, and services.

### Business challenge

business customers requires customer-facing systems capable of recognizing who the customer is, and then delivering a personalized and relevant sales experience.

In short, Best Buy for Business was looking for a solution that could handle multi-vendor catalogs with constant updates,

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*“Sterling Commerce has helped Best Buy to rapidly implement an online 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.”*

Tom Frenchu  
Director of Best Buy for Business  
Best Buy Co., Inc.

as well as a solution that could handle multi-vendor sourcing and fulfillment. To that end, the new business model would be complex in both sourcing and fulfillment, with customer contracts for negotiated agreements to manage against. In addition, a sales team and call center would need to be integrated with the overall sales process, as well as with sales consultants in stores for business customers. All in all, Best Buy for Business wanted a solution to ensure an optimized, seamless customer experience for small- to medium-sized businesses as well as government and education customers, any way they wanted to do business, including over the phone, via the Web, and in the stores.

Best Buy for Business conducted an aggressive evaluation of five technology vendors to determine the best solution to meet its requirements, and selected Sterling Commerce for its comprehensive, out-of-the-box application solution, ability to integrate into the existing systems at Best Buy, and proven dedication to customer satisfaction and success.

### Solution

Sterling Multi-Channel Selling provides one-stop shopping to Best Buy for Business. Sterling Commerce provides a comprehensive e-business solution for small- and medium-sized businesses served by Best Buy, government, and education customers with self-service sales, ordering, and service capabilities, including:

- Search capabilities with search by keyword, price range, category, manufacturer, and platform
- Side-by-side, feature-by-feature product comparisons
- Customer account-specific pricing, coupon, promotion redemption and gift cards
- Suggestions for additional items such as accessories and warranties
- Up-to-date inventory availability with Best Buy’s distribution partners Ingram Micro, Synnex, D&H and Tech Data

- Order status and second level status information that not only tracks shipping and invoices, but also the specifics of “in process” orders (e.g. with a fulfillment partner, acknowledged, partially acknowledged, on backorder, or partial backorder)
- Gives the call center interface key information for cross selling, upselling and margin details to offer discounts

### Key benefits

Through the use of Sterling Commerce, Best Buy for Business was able to accelerate the expansion of this new sales channel in less than a year. The Sterling Commerce solution has delivered Best Buy for Business the following benefits:

- Makes it easier for business customers to do business with Best Buy, increasing sales and customer satisfaction
- Delivers business customers a highly personalized and relevant self-service e-business experience, including targeted products, promotions, and pricing
- Enables sales operations to control pricing and promotions, and review daily operations
- Facilitates the fulfillment of products with 3rd parties through an automated order management, tracking and fulfillment

### 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](http://www.sterlingcommerce.com).

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For all Sterling Commerce offices worldwide, visit [www.sterlingcommerce.com](http://www.sterlingcommerce.com)

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