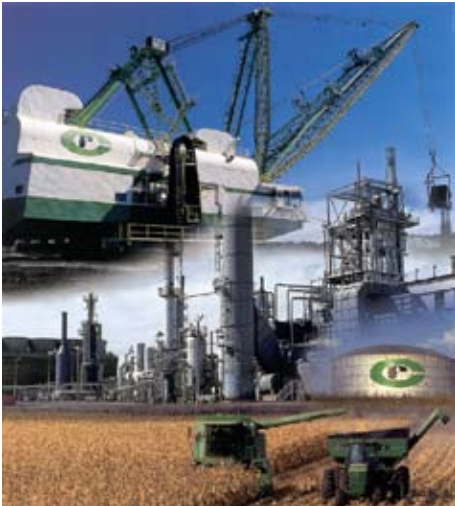


## Sterling Commerce improves order placement and billing, streamlines contract process



### CF Industries, Inc.

#### Location

Deerfield, Illinois

#### Industry

Manufacturing

#### Business challenge

Empower customers with Web based self-service capabilities

#### Solution

Sterling Multi-Channel Selling™

#### Benefits

- Offers a function-rich, Web based customer self-service solution for order placement and status
- Streamlines process for managing contracts
- Provides more accurate billing, requiring fewer memos to be issued and fewer disputed invoices
- Permits customers 24/7 access to enter orders, review contracts and see order status, and inquire on invoices
- Instills business discipline around the company's sales and customer service processes

#### Company background

CF Industries, Inc. is a major producer and distributor of nitrogen and phosphate fertilizer products. CF Industries operates world-scale nitrogen fertilizer plants in Donaldsonville, Louisiana and Medicine Hat, Alberta, Canada; conducts phosphate mining and manufacturing operations in Central Florida; and distributes fertilizer products through a system of terminals, warehouses, and associated transportation equipment located primarily in the midwestern United States.

CF Industries' previous mainframe order management and billing system was developed in 1973 with a major upgrade in 1989. CF Industries' business processes were quickly changing as a majority of their sales volumes became contract-based. The company's focus was to provide end-to-end customer sales order management processes as well as

a solution that would document, notify, and manage the sales contracts and the corresponding order volume and invoices for both CF Industries and its customers. As part of its modernization of its business systems, CF Industries needed to shift its resources away from mainframe support to a Web based solution.

#### Business challenge

CF Industries needed to instill business discipline around sales and sales support processes as they planned on relying on their e-business platform as their "system of record." The company sought a real-time, Web based solution that empowered its customers with self-service capabilities for order placement and contract status review and management. A key project goal was a fully-integrated, automated order-to-cash system that ensured that customer pricing agreements or contracts are negotiated, recorded, and documented for both CF Industries

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*“We can now offer our customers a Web based order, pricing and billing system that extends far beyond our previous mainframe based system. Sterling Multi-Channel Selling provides us with contract management capabilities that link standard contract rules against customer orders.”*

Christine Dingman  
Director of Sales Support,  
CF Industries

and its customers, applying proper prices to downstream orders and invoices, and managing contract fulfillment and volume ordering parameters.

### **Solution**

Sterling Multi-Channel Selling provides CF Industries with complete Web based order management, contracts management, and billing and invoice management capabilities through their PROMISE e-commerce system. Based on automated business rules and standards for its sales and service contracts, CF Industries has created consistency and reduced costs throughout its supply chain—from the initial price quote to contract reconciliation. Contract order and fulfillment rules automate the order and contract process, allowing an increased service-driven environment instead of a process focus. System-generated notifications also keep internal and external customers apprised of contract status and automate several sales support functions.

### **Key benefits**

Sterling Multi-Channel Selling has allowed CF Industries to instill business discipline around the sales and customer service process. CF Industries is able to provide more accurate billing, make their sales management program more efficient, and improve customer service. Customers now have 24/7 access to place, change, and view orders as well as check order status. And it allows their customers the ability

to manage volume against contract and view invoices. All of this results in more accurate billing, fewer issued memos, and a reduction in the number of disputed invoices.

Automated ship-to-database updates allow for the creation of shipping documentation with the most accurate information available. Customers now have the most accurate product delivery information, reducing billing errors throughout the entire supply chain.

An automated order auto-cancel process, based on customer-set requests eliminates order processing time and provides customers with an order cancel audit trail. Automated weekly contract level invoice reminders automatically recap the status of outstanding customer documents.

By implementing Sterling Multi-Channel Selling, CF Industries was able to realize more accurate billing, eliminate its mainframe system, reduce the cost of specialized forms and mailings, and improve the productivity of its sales and sales support staff. To service incoming customer calls, CF Industries sales support personnel can view all pertinent contract, order, shipment status, vehicle tracking, and invoice information. Today, 575 users can access CF Industries' online, 24/7 Web based system to track contracts, place orders, or review invoices.

### **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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