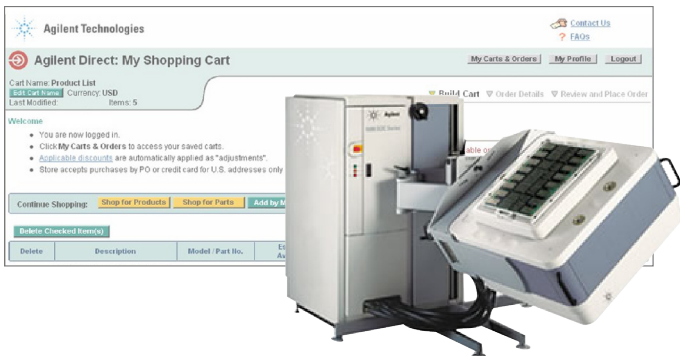


# Sterling Commerce provides better customer communications, reduced costs



## Location

Santa Clara, California

## Industry

Manufacturing

## Business challenge

Build an e-business solution that could support online ordering of products and parts

## Solution

Sterling Multi-Channel Selling™

## Benefits

- Improve customer communication
- Reduce customer interaction costs
- Provide multiple—but independent—solutions to different parts of their company all from one vendor
- Provide 24/7 availability, convenience and ease of use to online products and parts store

## Agilent Technologies

### Customer background

Agilent Technologies is the world's premier measurement company. Agilent provides core electronic and bio-analytical measurement tools to advance the electronics, communications, life science research, environmental, and petrochemical industries.

The company operates two businesses—electronic measurement, and life sciences and chemical analysis—all supported by a central research group, Agilent Laboratories. Its businesses excel in applying measurement technologies to develop products that sense, analyze, display, and communicate data.

### Business challenge

Their Electronic Measurement Group needed to update their existing, online e-business solution with a new, more robust solution. Their goal was to create

*"Through the deployment of Sterling Multi-Channel Selling, we were able to convert thirty percent of our parts orders online within the first sixty days of launching our parts Web store."*

Dave Richey  
e-business Manager,  
Agilent Technologies

a better way for their customers to communicate with them as well as reduce the cost of these interactions. Agilent evaluated building their own solution, installing shareware or purchasing enterprise software. After moving forward with evaluating enterprise e-business software, Sterling Commerce was chosen as Agilent's e-business vendor for their ability to provide multiple—but independent—solutions to different parts of their company all from one vendor.

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*"We had very clear goals in replacing our current system with a new e-business initiative. The Sterling Commerce e-business solution provided the product breadth and vision necessary to support both customer requirements and our financial objectives."*

Dave Schlottman  
e-business Project Manager,  
Agilent Technologies

## Solution

Agilent selected Sterling Multi-Channel Selling to power their product and parts online store. Agilent chose Sterling Commerce because of its product breadth and the vision to bring e-business solutions to multiple areas of their business. Agilent has enjoyed a very positive experience with their e-business initiative. Online users enjoy the ease of use, convenience and 24/7 availability of Agilent's online store for products and parts.

## Key benefits

Agilent customers are able to configure and chose product options for over 350 products or choose from over 30,000 repair parts. With the Sterling Commerce solution, Agilent allows their customers' engineers and technical staff to either complete a shopping cart and purchase via credit card, or transfer a completed shopping cart to their procurement department to finalize the order.

Agilent is leveraging Sterling Multi-Channel Selling in order to provide additional ways for their customers to interact with them. The results of Agilent's new online store indicate higher than anticipated adoption. The new system, after only six months, has exceeded its sales goals, yet allowed the customer service representative (CSR) staffing to remain constant.

## 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,  
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