

Sterling Commerce helps manage orders and purchases across all product lines around the world



Applied Biosystems

Location

Foster City, California

Industry

Manufacturing

Business challenge

An e-business solution that could handle selling its highly complex and customizable products through its Web site

Solution

Sterling Multi-Channel Selling™

- Sterling Configurator™

Benefits

- Increase sales with improved customer ability to find, configure, buy via Web channels
- Gain advanced e-commerce capabilities such as basket forwarding, quoting, and promotions
- Reach new and current customers with better product information
- Reduce consumable transaction costs for Applied Biosystems and their customers
- Get additional customer support channels for advanced self-help, online resources

Customer background

Applied Biosystems serves the life science industry and research community by developing and marketing instrument based systems, consumables, software and services. Customers use these tools to analyze nucleic acids (DNA and RNA), small molecules, and proteins to make scientific discoveries and develop new pharmaceuticals. Applied Biosystems' products also serve the needs of some markets outside of life science research, which are referred to as "applied markets," such as the fields of human identity testing (forensic and paternity testing); biosecurity, which refers to products needed in response to the threat of biological terrorism and other malicious, accidental, and natural biological dangers; and quality and safety testing, for example in food and the environment.

Business challenge

Applied Biosystems was interested in enhancing its Web-based store and customer portal with a world class solution that would help manage the online ordering and purchasing of its highly complex custom genetic arrays, primers, and probes. Deloitte Consulting LLC collaborated with Applied Biosystems to enhance its e-business solution. To enable customers to customize products to suit their research needs, Applied Biosystems has developed a solution enabling customers to configure the Taqman Low Density Arrays (TLDA) and the Oligonucleotide product lines. Unlike most companies that require products to have predefined structures, Applied Biosystems allows their customers to specify the gene sequences and array configuration for some products they sell and manufacture.

“With the flexibility and modularity of the Sterling Commerce solution, we were able to rapidly implement a platform that supports our specific needs for purchasing and order management across a broad product catalog and across our extended enterprise.”

Paul Fingermann
Vice President IT and Chief Architect,
Applied Biosystems

Due to the complexity of the genomic data and the manufacturing process, a complex set of configuration rules was needed.

Solution

Sterling Multi-Channel Selling functions as Applied Biosystems' only internal and external order management system covering all of the company's complex and configurable product lines. This solution serves the company's customers in more than 100 countries and several languages.

Applied Biosystems utilized the product configuration capabilities of Sterling Configurator and extended them to meet the needs of selling complex scientific products online. For example, to support custom array configurations, Applied Biosystems extended the Sterling Configurator rules engine with regular expressions, enabling the application to determine which DNA bases and dyes were compatible at a given locus in a sequence. In addition, default and nested configurations were utilized to help adapt the Sterling Configurator product configuration capabilities to this scientific paradigm. The combination of the two technologies gave Applied Biosystems the ability to use all of the

standard functionality of the configuration framework, and enabled customers to define the exact custom research products they want the company to manufacture.

Key benefits

Applied Biosystems' portal is much more than an online store selling instruments or cataloged products. Its site allows customers to build highly complex custom designed genetic arrays and genetic research products. The Applied Biosystems online store provides the capability to purchase products from more than 100 countries globally. These products include over three million genetic assays.

Sterling Multi-Channel Selling enabled Applied Biosystems to extend the functionality of its existing portal and online store to better meet the needs of its customers. The new solution allows customers, dealers, and internal order administrators to better navigate and find and define the products they need. The new solution gives Applied Biosystems a platform to generate additional revenue through better promotions, product information and an improved online sales experience.

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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