

Sterling Commerce manages orders, purchases, and payments



Pitney Bowes

Location

Stamford, Connecticut

Industry

Manufacturing

Business challenge

Make it easy for low volume postage customers to personalize their mailings

Solution

Sterling Multi-Channel Selling™

Benefits

- Manage ordering, purchasing and payment processes
- Allow users to buy various plans based on projected usage
- Enhance customer's ordering experience
- Provide Pitney Bowes with a usable, stable, and high-performance e-business Web site

Pitney Bowes

Customer background

Pitney Bowes Inc. provides the world's most comprehensive suite of mailstream software, hardware, services, and solutions to help companies manage their flow of mail, documents, and packages to improve communication. Pitney Bowes takes an all-inclusive view of its customers' operations, helping organizations of all sizes enjoy the competitive advantage that comes from an optimized mailstream. The company's 86 years of technological leadership have produced many major mailstream innovations, and it is consistently on the Intellectual Property Owners Association's list of top U.S. patent holders. With approximately 34,000 employees worldwide, Pitney Bowes serves more than 2 million businesses through direct and dealer operations.

Business challenge

Pitney Bowes began exploring how to create a customer-friendly, low-cost postage product that could meet USPS approval. Through the company's internal concept department, Pitney Bowes developed the Stamp Expressions Printer and needed an e-commerce solution to enable real-time transactions.

Solution

After evaluating four vendors to solve the company's e-business needs, Pitney Bowes selected Sterling Multi-Channel Selling from Sterling Commerce.

Personalize outgoing mail

Targeted to small and home-based businesses, the Pitney Bowes Stamp Expressions™ Printer uses patented technology to give customers the

capability of creating or purchasing unique images for use with postage. The new technology marries the security of traditional postage metering systems with the Web-based capability of creating unique images on postage.

The Stamp Expressions Printer's Web-based software makes it easy to design postage with custom images. Images are submitted online for approval with response usually delivered within one business day. Once approved, the image can be downloaded and printed with or without postage immediately.

Key benefits

Sterling Multi-Channel Selling allows Pitney Bowes customers to purchase both the Stamp Expressions Printer and Stamp Expressions software. The Sterling Commerce solution manages orders, purchases and payments, including the Stamp Expressions subscription-based credit card billing service that allows users to select from various plans based on their projected usage.

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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