

Customer-driven solution lowers Toro's operating costs



Location

Bloomington, Minnesota

Industry

Manufacturing

Revenue

Nearly \$1.9 billion in sales in 2007

Business challenge

Implement a consistent and efficient customer-driven electronic business process for products and services across multiple sales channels and business areas

Solution

Sterling Multi-Channel Selling™

Benefits

- Shortens time to market
- Lowers operating costs
- Provides customer-focused solutions
- Increases customer satisfaction

Toro

Customer background

The Toro Company is a leading worldwide provider of turf and landscape maintenance equipment, and precision irrigation systems. With sales of nearly \$1.9 billion in 2007, Toro is committed to providing environmentally responsible products of customer-valued quality and innovation. Since 1914, the company has built a tradition of excellence around a number of strong brands that help customers care for golf courses, sports fields, public green spaces, commercial and residential properties, and agricultural fields.

Business challenge

For more than 90 years, Toro has dominated the outdoor maintenance and landscaping industry worldwide. The company's products are distributed by a network of professional distributors, dealers and retailers.

Toro serves customers in a complex environment, supporting worldwide product and service sales both through various sales channels and for different types of customers. To provide customers unparalleled service in this complex environment, Toro decided it needed to implement a consistent and efficient e-commerce and communications process for its products and services across multiple sales channels and business areas.

Solution

In an effort to provide customer-focused information and leverage reusable services, Toro chose Sterling Multi-Channel Selling to create several new e-commerce initiatives: consumer online stores, distributor eStorefronts, and an employee online store.

The Sterling Commerce solution met Toro's requirement to support multi-

"We were looking for an e-commerce solution that could support all the ways we sell. Sterling Multi-Channel Selling allowed us to implement one solution that supports our B2B, B2C, and employee storefronts."

Keri Sellner
eBusiness Manager,
Toro Co.

tier distribution channels as well as multiple types of customers and partners. Second, Sterling Commerce architecture provides Toro with usable, stable and high-performing sites, ensuring that their large accounts and end customers are able to purchase products whenever and wherever they want, while leveraging information from their back-end ERP system.

With Sterling Multi-Channel Selling, Toro launched U.S. and European Distributor eStorefronts that allow large golf course and lawn care accounts to easily purchase parts online that are then fulfilled by local distributors. This solution enables Toro to provide these customers with direct access to products, accurate pricing and consolidated account views—an improved method by which corporate accounts order and are invoiced.

Toro's online stores—ShopToro.com and LawnGenieStore.com—allow consumers to browse and purchase maintenance parts, select yard tools, irrigation, and snow removal products. Consumers are able to search by product features as well as by attributes, enabling them to filter products by feature, compare them, add them to their shopping carts, and purchase them for their specific needs.

A company online store was also launched to allow Toro employees to purchase Toro products.

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.

Key benefits

More speed: shorter time to market

Toro launched their consumer online stores, distributor eStorefronts, and employee online store quickly through an extendable architecture that involves reusable services and repeatable user interface layouts. Sterling Multi-Channel Selling provides one solution for Toro's distributor channel, retail consumers, and employee Web site. In addition, the solution integrates with back-end Enterprise Resource Planning (ERP) systems, as well as with distributors' business systems.

More availability: customer-focused

Toro customers have instant access 24/7 to find and purchase products and parts. Toro is also able to target product and service information by customer community.

Lower cost: operating costs decrease

Sterling Multi-Channel Selling allows Toro and its distributors to reduce customer service representative time with online ordering and reduce customer support time by driving people online rather than to call centers. Toro also is able to decrease their order error rates and reduce manual corrections of quotes, orders, and invoices.

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