

Sterling Commerce allows NEC to reach both consumers and partners through e-business



NEC

Location

Irving, Texas

Industry

High Tech

Business challenge

Create a partner portal as well as an outlet store

Solution

Sterling Multi-Channel Selling™

Benefits

- Supports their sales channel business model
- Integrates into existing SAP and legacy back-end systems
- Simplifies the ordering process for over 6,000 individual parts
- Directly order a part by clicking on its image in an exploded product diagram
- Allows the public to directly buy overstocked or discontinued projectors and end-of-lifecycle products

NEC Solutions America

Customer background

NEC Solutions America, Inc. (NEC) is a premier provider of integrated solutions for the connected enterprise in North America. NEC Solutions America, an affiliate of NEC Corporation, taps into a global resource network to help clients leverage technology to achieve a competitive edge. From corporate performance management and biometric security solutions to digital cinema and in-theatre advertising systems, visual displays and server solutions, all solutions are delivered with the personal attention needed to address individual situations.

Business challenge

As part of a Web site redesign, NEC Solutions America embarked on a project to create a partner portal as well as an outlet store. Following discussions with several analyst firms, NEC compiled a list of vendors for review.

Solution

NEC chose the Sterling Commerce e-business solution based on its powerful capabilities and functionality and how well it mirrored the way NEC does business. The Sterling Commerce e-business solution was also selected because of its ease of integration into NEC's existing SAP and legacy back-end systems.

Now the Sterling Commerce e-business solution is powering the recently launched online outlet and partner stores for NEC. The stores mark a new sales vehicle for partners and customers to do business with NEC. With the new partner store, located at www.necbigpicture.com, NEC channel partners can purchase over 100 products including projectors, plasma displays and accessories, and check order status. The unique "hot spotting" feature of the Sterling Commerce parts modeler simplifies the ordering process for over

"Our move to e-business is a natural progression that enables our partners and customers to conduct business with us the way they prefer—over the phone, fax, or now online."

Judy Dluzen
NEC Solutions Director of Business Operations,
NEC Solutions (America)

6,000 individual parts. NEC's Authorized Service Providers can directly order a part by clicking on its image in an exploded product diagram.

Key benefits

The new NEC virtual outlet store allows the public to directly buy overstocked or discontinued projectors and end-of-lifecycle products using Sterling Multi-Channel Selling. This store can be found at NEC Solutions' new public Web site at www.necvisualsystems.com. Sterling

Commerce is heavily integrated with NEC's SAP back-end system to power both the partner portal and online store. NEC is able to provide a more automated ordering process for their channel partners, and for consumers purchasing end-of-lifecycle or overstocked items. They will also be able to achieve savings by moving from a manual ordering process to an automated process.

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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