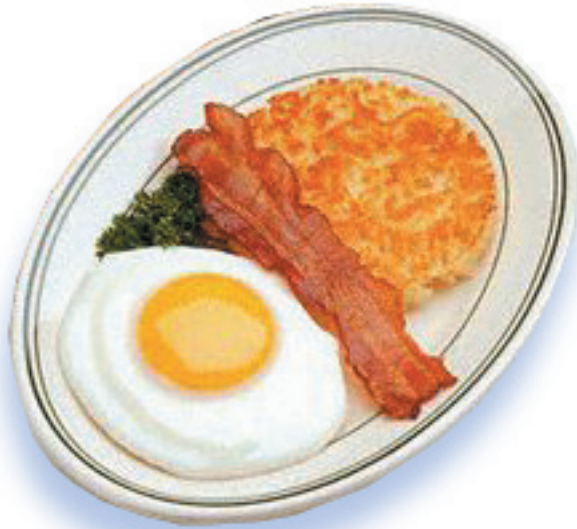


Sterling Commerce helps Michael Foods communicate with customers through the Internet



MICHAEL FOODS^{INC.}

Location

Minnetonka, Minnesota

Industry

Manufacturing

Business challenge

Find a scalable solution for Internet communications that interfaces easily with its existing system

Solution

Sterling Integrator[®]

Benefits

- Better customer service
- Flexible solution

Michael Foods, Inc.

Customer background

Michael Foods, Inc. is a diversified food processor and distributor with businesses in egg products and refrigerated grocery and potato products, with net sales exceeding \$1 billion. The company uses Sterling Commerce technology to automate ordering, logistics, and payment processes with its more than 150 trading partners, which include banks, brokers, carriers, customers, and vendors. With growing customer demand for Internet communication, Michael Foods needed to quickly incorporate emerging technology standards into its existing e-business infrastructure.

Business challenge

Michael Foods required a solution for Internet communications that would interface easily with its existing system so it would not have to spend valuable time and resources modifying existing

customer connections. In addition, the solution had to be scalable to meet the future technology requirements of its customers.

Solution

Michael Foods selected Sterling Integrator from Sterling Commerce to communicate securely with its customers through the Internet. "We chose Sterling Integrator because of its modular nature," said Laura McCarthy, Information Technology Senior Systems Analyst, Michael Foods. "As our customers adopt new technologies, we can purchase a module as needed."

Sterling Integrator is a modular software suite designed to provide businesses with a scalable, strategic integration platform. Users can deploy its state-of-the-art integration broker architecture tactically for both internal and external business

“Sterling Commerce offers the total package: customer support, training and a great solution.”

Laura McCarthy
Information Technology Senior Systems Analyst,
Michael Foods

systems integration, while incrementally adding expanded capabilities as needed over time.

With Sterling Integrator, Michael Foods has the flexibility to incorporate existing systems and technology with new integration standards including Web services, ebXML, business process modeling language (BPML), and Internet security protocols. In addition, Sterling Integrator is designed to support a wide range of application and technology adapters, including popular packages such as SAP, PeopleSoft, Siebel, MQSeries, Oracle AQ, and Java Messaging Services.

“By bolting Sterling Integrator onto our existing translator, we continued to use the maps and business rules that were established with our customers and so we saw no disruption in our day-to-day operations,” McCarthy said. Michael Foods currently connects with 150 customers through EDI and hopes to expand the number of customers and types of documents that can be exchanged through its use of Sterling Integrator.

Michael Foods retained consulting services from Sterling Commerce to install Sterling Integrator. The implementation was completed in less than two weeks and

the company was in production within 60 days. “Sterling Commerce answered all our questions and even brought up issues that weren’t on our radar screen,” McCarthy noted. “Sterling Commerce knew our business and what we needed.”

Michael Foods’ information technology team also completed training classes for Sterling Integrator, which made the transition to the new product even easier. According to McCarthy, the training complemented what was learned “on the job” and solidified the team’s knowledge of the product.

Key benefits

Better customer service – Michael Foods provides better service to its customers by quickly meeting their changing e-business requirements. “Providing excellent customer service is a top priority,” McCarthy said. She continued, “Sterling Integrator gives us the flexibility to do e-business in a way that’s most convenient for our customers.”

Flexible solution – By adding modules, Sterling Integrator can grow along with the company’s e-business needs and support new and emerging technologies its customers may demand. “In the future, we hope to use Sterling Integrator to automate other business processes,” McCarthy said.

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network to accelerate revenues and reduce costs. Sterling Commerce provides more than 18,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate inside and outside their enterprise. More information can be found at www.sterlingcommerce.com.

Sterling Commerce
An AT&T Company

For all Sterling Commerce offices worldwide, visit www.sterlingcommerce.com

©2008–2010, Sterling Commerce, Inc.
All rights reserved. Sterling Commerce and the Sterling Commerce logo are trademarks of Sterling Commerce, Inc. or its affiliated companies. All products referenced are the service marks, trademarks, or registered marks of their respective owners. Printed in U.S.A.
Neither this case study nor any portion thereof may be used or distributed with any other material without the express written consent of Sterling Commerce.
SC0257 06/10