

Sterling Commerce allows Pearson to offer multiple branded sites through e-business

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Orders and Shipping Information

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Item Description	Quantity	Unit Price	Total Price	
Conexiones: Comunicación y cultura	1 Update	Our Price: \$72.00	\$72.00	Remove
Merchandise SubTotal			\$72.00	
Tax and Shipping Charges will be added at checkout				

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Location

London, England
New York, USA

Industry

Publishing

Business challenge

Provide customers with a better purchasing experience, throughout the ordering process

Solution

Sterling Multi-Channel Selling™

Benefits

- Provide centralized coupon management with increased couponing/discounting functionality
- Allow for varied user interfaces and business roles on one application system
- Enable future functionality such as product configuration and subscriptions that were not supported by legacy platform

Pearson

Customer background

Pearson, the world's largest publishing company, owns Pearson Education, Penguin Group, and the Financial Times. The company's publications collectively ship 375,000,000 units worldwide each year, and 70,000,000 students are learning from textbooks published by Pearson Education. Pearson distributes and sells imprints (books) through several channels. Wholesalers and jobbers provide distribution to retailers around the world. Direct mail, subscriptions, and mass distribution deliver Pearson's publications directly to their readers. Consumers and institutional purchasers buy books including other media through more than 240 unique Web sites.

Business challenge

Pearson recognized the importance of providing its customers with a better purchasing experience. The company's prior system did not give Pearson's customers a consistent user experience throughout the ordering process, and lacked real order management functionality. There was no centralized coupon management and the system lacked full coupon and discount functionality. Additionally, the legacy platform did not have the configuration and subscription services that Pearson wanted to enable in the future.

Solution

Sterling Multi-Channel Selling makes it easier for Pearson to do business with its customers. The Sterling Commerce solution provides a robust online ordering experience that adapts to the look and

feel of each imprint and applies imprint-specific business rules to the ordering process. Customers also receive discounts through the use of coupons and order level pricing.

A unique aspect of the system is that the Web site of origin determines the look and feel throughout the ordering process. Over 300 integrations were necessary to provide visual consistency as the customer goes through the four step ordering process. From billing/shipping information, to choosing a shipping method, to entering coupons and credit card information, and confirming the order, the customer is provided with a seamless experience. Every step in the process is handled by Sterling Multi-Channel Selling, which interfaces with Vertex for calculating tax and CyberSource for credit card authorization. Final orders are fed into three different ERP systems (a mainframe system, SAP, and a third-party system).

Key benefits

Order-level pricing and coupon processing are attractive to Pearson's customers and provide real benefit to Pearson as well. Customers are given discounts based on order value, order content combinations and features

ordered. This not only gives customers discounts based on which items are placed in the order, but encourages them to buy certain products by bundling them with free or discounted items. Likewise, by entering a coupon code, the customer receives special discounts. By offering its customers special incentives, Pearson is providing greater customer service and is able to sell more effectively while reducing its inventory and other costs.

From initial planning to system go-live, it took only 120 days for Pearson and its customers to start benefiting from Sterling Multi-Channel Selling. Pearson's customers are provided with an efficient ordering process that allows them to take advantage of special pricing incentives and enjoy a purchasing experience that is consistent throughout the order process. Pearson is able to control inventory costs and has seen sales increase as a direct result of incentive discounts offered to its customers. System response time is below the service level agreement specification of 8 seconds, and system uptime has been increased to 98.5%. Making it easier and more efficient for its customers to order translates into happier customers, more orders, and increased revenue for Pearson.

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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