

Sterling Commerce helps reduce order errors, decrease costs, and capitalize on new revenue opportunities



Location

Scotts Valley, California

Industry

Manufacturing

Business challenge

Single system for distributors and OEMs to conduct business transactions

Solution

Sterling Multi-Channel Selling™

Benefits

- Lower the quantity of costly order errors
- Reduce average cost per order by over 60%
- Decrease duplicative efforts within the sales channel
- Direct, real-time visibility into distributor and OEM sales and order processes
- Improve distributor and OEM satisfaction and loyalty by making it easier to do business with Seagate

Seagate Technology

Customer background

Seagate Technology is the worldwide leader in the design, manufacturing, and marketing of hard disc drives, providing products for a wide range of enterprise, PC, notebook, and consumer electronics applications. Seagate products are distributed in over 60 countries around the world through its network of more than 200 qualified distributors and OEMs, and 15,000 resellers.

Business challenge

Due to countless order errors, and the inability to track shipments in real-time, Seagate realized its need for a single system through which their distributors and OEMs worldwide would be able to quickly and accurately conduct business transactions in their own time zones, languages, and currencies—shortening sales cycles, fostering greater loyalty, and most importantly driving revenue.

Solution

Seagate implemented Sterling Commerce Multi-Channel Selling as their online order management system. Seagate's On Line Order (SOLO) system is an integral part of myseagate.com, Seagate's comprehensive enterprise portal. The Sterling Commerce-powered SOLO system enables Seagate distributors and OEMs to access accurate product information, gain real-time pricing and availability, place orders, check order status, track shipments, and interface with Seagate's accounts receivables—24 hours a day, 7 days a week.

Seagate has dramatically reduced order errors and duplicated efforts, decreased their costs per order, and capitalized on new and enhanced revenue opportunities. The company has also gained direct, real-time visibility into their distributors'

“Moving our entire order management process to the Web has enabled Seagate to significantly reduce the costs associated with each and every sales transaction, and provided our distributors and OEMs with a greatly expedited sales experience.”

Brian Dexheimer
Executive Vice President,
Seagate Technology

and OEMs' sales and order processes. In addition, distributors and OEMs can place orders through their existing processes and infrastructure, including telephone, Fax, EDI, and e-mail. Currently about 5% of the orders originate through these methods.

The balance of orders are transacted online through SOLO. With SOLO, all orders can be managed and tracked 24/7 through myseagate.com, regardless of how they entered Seagate's system.

Seagate has relied on the Sterling Commerce e-business solution as the foundation of its online e-business initiatives. The two companies enjoy a strong, long-term relationship thanks to the excellent fit between Seagate's evolving e-business requirements and comprehensive software applications from Sterling Commerce.

Key benefits

Within its first six months of operations, SOLO successfully facilitated over \$1 billion worth of new product orders.

- The average cost per order has decreased by over 60%
- Only 18 months after launching, over \$5 billion in orders had passed through the SOLO system

- The company has also experienced a marked improvement in its business efficiencies, and is seeing those efficiencies translate into lower operating costs

Seagate's distributors and OEMs are especially pleased with SOLO's convenience and ease-of-use. They are now armed with the product, sales, and order information they need to work more efficiently and profitably. According to Adam Zorlen, Asset Manager for the Seagate product line at Tech Data, "I can find a purchase order's estimated time of arrival and where it is in transit." Zorlen also said that SOLO is so easy to use that he was up and running on it in a matter of hours. As part of its enterprise e-business implementation, Seagate and Sterling Commerce utilized the Seagate Enterprise Program Development process, which consists of best practices within the company. The program methods and processes are largely based on Six Sigma tools, which are designed to drive customer-focused solutions, improve quality, and reduce development defects.

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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