

Sterling Commerce streamlines product information and order processes, provides 24/7 Web self-service world-wide



Lebanon Seaboard

Location

Lebanon County, Pennsylvania

Industry

Manufacturing

Business challenge

Deliver a single solution that provides Lebanon Seaboard both a B2B and B2C online sales system for distributors as well as consumers, customer service representatives, and field sales personnel. The system should provide 24/7 access to the latest product, pricing, and order management information

Solution

Sterling Multi-Channel Selling™

Benefits

- Makes it easier for distributors and consumers to do business with Lebanon Seaboard
- Provides 24/7 Web self-service nationwide for consumer purchasing
- Provides a system for internal employees to better service customers
- Promotes customer loyalty and satisfaction through an enhanced customer experience
- Offers product information and promotional opportunities to drive additional business

Customer background

Lebanon Seaboard is a world-class, single-source producer of lawn and garden supplies, wild bird food, and professional turf and horticultural products. Growing from a single location in Lebanon County, Pennsylvania, it now operates six production locations in three states and employs over 300 people. Its professional division leads the field in terms of product diversity and innovation, providing turf professionals worldwide with products that deliver optimal results. Its retail division is one of the nation's premium suppliers of consumer products, recognized for its cutting-edge technology, differentiated packaging, and niche marketing.

Business challenge

Lebanon Seaboard Corporation is a leading supplier of lawn and garden products, wild bird food, and professional turf products. Its innovative and differentiated products utilize leading-edge technologies to address a wide variety of needs, and deliver superior results. Lebanon Seaboard homeowner products include lawn and garden care, and its professional products include golf, landscaping, sports turf, and seed/mulch products, along with information on the latest technical advances in landscaping management. Lebanon Seaboard is driven by a critical business need to streamline its product information and order management processes, and to provide consumers with a direct purchasing experience.

"It was important to provide our distributors and customers with a Web self-service site for B2B and B2C with a catalog of our products, enable them with order management, and keep our customer service representatives integrated for a seamless experience. Sterling Commerce has a proven ability to develop and implement highly successful e-business systems that made them the clear and obvious solution of choice."

Katherine Bishop
CEO,
Lebanon Seaboard

Solution

Lebanon Seaboard chose Sterling Commerce because of our successful track record for implementing both B2B and B2C systems on time and on budget, and delivering verifiable ROI. Sterling Commerce has a flexible out-of-the-box solution that provided the features and functionalities that enabled Lebanon Seaboard to develop a single e-business system that fully supports both B2B and B2C Web sites, while improving customer optimization, multi-channel synchronization, and process control for customer-facing operations.

Sterling Commerce is providing Lebanon Seaboard's distributors, field sales, customer service representatives, and consumers with:

- 24/7 access to order management functionality such as ordering, order status, and shipping
- An easy-to-use Web-based self-service site that simplifies product and order inquiries
- A rewarding e-business experience that increases customer satisfaction and loyalty

The first phase of Lebanon Seaboard's enterprise e-business initiative included independent business-to-business and business-to-consumer Web sites. These sites share the same Sterling Commerce-powered back-end system that accesses and leverages all of the company's product catalog and order information,

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.

plus capabilities to increase operating efficiencies, minimize order errors, and reduce costs. These two Web sites are differentiated by their look, feel, URL, and the technical information that supports each group's particular requirements. As a result, Lebanon Seaboard is able to present product and promotional opportunities and drive additional business results through their e-business Web presence.

Future initiatives will include campaign capabilities that will allow the company to develop and manage special sales programs for its field sales team. These programs will enable them to engage in cross- and up-selling opportunities to increase revenues and build brand loyalty.

Key benefits

With Sterling Commerce, Lebanon Seaboard has streamlined its order and tracking management processes and gained efficiencies, reduced operating costs, and increased customer satisfaction. The company's B2C system increased revenues and provided consumers with a satisfying e-business experience by offering them a Web self-service platform to their highly regarded branded products. One feature Sterling Commerce implemented was a "sticky" cart that enables consumers to leave Lebanon Seaboard's site at any time, then return to their shopping cart later and resume their buying experience without losing their current order.

Sterling Commerce
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