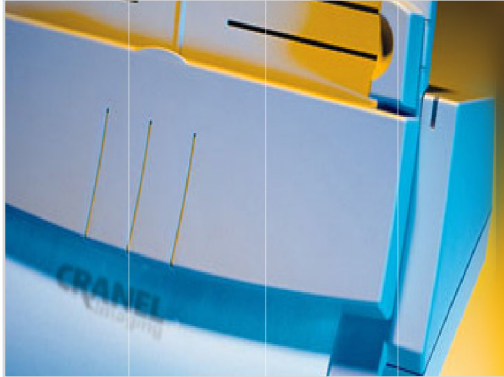


Sterling Commerce extends the reseller channel through e-business for Cranel Imaging



Cranel Imaging

Location

Columbus, Ohio

Industry

High Tech

Business challenge

Differentiate themselves from their competitors, and meet the needs of its two other business units, Versitec and Adexis, by offering a functionality-rich, Web-based customer self-service solution for order placement and status

Solution

Sterling Multi-Channel Selling™

Benefits

- Provides Cranel Imaging's resellers with a robust, self-service e-commerce portal to conduct business
- Offers Cranel Imaging's resellers the ability to provide cutting-edge services to their own customers
- Allows both Cranel Imaging and their resellers to operate more efficiently
- Cranel Imaging resellers can now conduct business any time of the day or night

Customer background

Cranel Imaging is the nation's leading value-added distributor of document imaging, storage, and duplication products and services. Cranel Imaging complements the expertise of their value-added resellers with their specialty document imaging knowledge, a flexible business approach, and the ability to effectively represent the reseller's needs to manufacturing organizations. Cranel Imaging's portfolio includes a full range of industry specific software applications, document scanners, imaging processing equipment, online storage, optical storage, CD and DVD storage, on demand publishing and duplication, and unsurpassed service through a variety of service providers including Versitec, the service division of Cranel, Inc.

Business challenge

Cranel Imaging needed to differentiate themselves from their competitors by offering a functionality-rich, Web-based customer self-service solution for order placement and status. Historically, the company had relied on face-to-face or phone-to-phone interactions and relationships to build and maintain their business.

Additionally, Cranel Imaging realized that they needed to offer their resellers a comprehensive online product catalog and order management system to facilitate orders more effectively. It also needed to be deployed in a short timeframe.

“Giving our resellers the ability to work with us via a robust e-commerce system lets us provide cutting-edge service and for them, in turn, to provide cutting-edge service to their own customers. We look forward to expanding and growing through use of the Sterling Multi-Channel Selling. Sterling Multi-Channel Selling will allow both Cranel Imaging and our resellers to operate more effectively, creating a powerful win-win situation.”

Scott Slack
Vice President and General Manager,
Cranel Imaging

Solution

With Sterling Multi-Channel Selling, Cranel Imaging resellers are able to securely log on to Cranel Imaging Online to access information for thousands of products. The solution provides their resellers with guidance to the best products and related pricing. Cranel Imaging resellers also are able to configure complex product orders with increased efficiency, then place, track, and manage orders 24/7 throughout the purchasing process.

The newly implemented e-commerce site allows Cranel Imaging to further demonstrate how they are the easiest and most efficient value-added distributor to work with. Acting as an extension of their resellers, Cranel Imaging Online adds a new level of support for resellers in their daily business operations.

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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