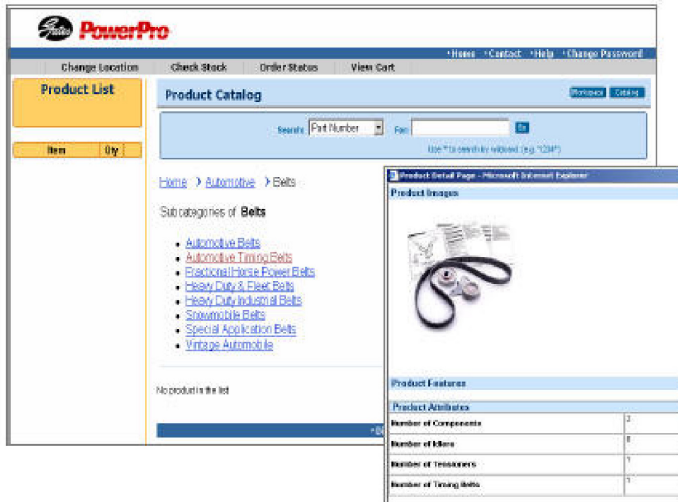


# Sterling Commerce flexibility and scalability help Gates Corporation improve online order experience worldwide



A Timken Company

#### Location

Denver, Colorado

#### Industry

Manufacturing

#### Solution

Sterling Multi-Channel Selling™

#### Benefits

- Improved productivity of customer service personnel
- Increased volume of business transacted electronically
- Improved customer satisfaction and loyalty through improved customer experience
- Accelerated time-to-market for new product introductions
- Allows flexible pricing and rapid price sheet updates

## Gates Corporation

### Customer background

Gates Corporation is a multi-billion dollar manufacturer of premium automotive and industrial products. Gates has worldwide operations with manufacturing and distribution for over 50,000 products. Primary product lines include power transmission, hydraulic hoses and fittings, and industrial hoses. Gates sells custom and stock products to their OEM and distribution customers in a variety of vertical markets.

### Business challenge

Prior to the Sterling Commerce solution, catalog content was stored in a variety of information systems in disparate data formats. With advanced order management and customer self-service features, plus the flexibility and scalability of Sterling Commerce solutions, both distributors and end users access a single

universal product catalog to browse and search for products. Distributors can quickly find the proper products, obtain account-specific pricing and inventory availability, place rush and stock orders, receive messages about new products, and check on post-order status.

### Solution

Sterling Multi-Channel Selling makes it easier for Gates' distributors to do business with them by providing a more robust online order experience. Distributors can now browse and search for products. Gates extended their complete product set of 50,000 products and 500,000 SKUs to distributors for online ordering and connected the company's entire product catalog to the order management system. End users can create lists of products that can be routed to local distributors for order placement

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*“Gates looked for a solution partner who understood our industry, how Gates goes to market, and one with a proven track record in delivering projects on-time and on-budget.”*

Bob Jack  
Director e-business,  
Gates Corporation

and fulfillment. Guided selling features of Sterling Multi-Channel Selling provide both experienced and novice users with the ability to quickly find and compare products so they can choose the product that best fits their needs.

Sterling Commerce was selected for three key reasons. First, Gates needed a solution partner that understood their industry and how Gates goes to market. Second, Gates wanted a solution partner with a proven track record of delivering projects on-time and on-budget. Third, Gates required a partner that would be dedicated to their customer satisfaction and success. Gates saw an excellent fit between their needs and Sterling Commerce.

### **Key benefits**

Sterling Multi-Channel Selling enables Gates to make it easier for their customers to do business with them. Gates has provided a best-value online ordering experience for their distributors. These distributors carry products from a wide range of manufacturers. Sterling Multi-Channel Selling has helped to build and enhance brand image, capture mind share and differentiate Gates from other product lines the distributors carry.

The productivity of Gates' customer service personnel has improved since providing access to the Sterling Commerce system. Customer service representatives now have access to the same comprehensive product catalog as distributors. Gates has increased the volume of business transacted electronically, while significantly reducing the cost of the customer order session. Gates is improving customer satisfaction and loyalty through an improved customer experience.

Gates is also accelerating time-to-market for new product introductions. Now, instead of waiting for a new catalog to be printed to launch a new product into the marketplace, the product can be offered online as soon as it is ready to be sold.

Finally, Gates is delivering competitive market pricing and rapid changes to their price sheets. This has resulted in dramatic improvements in order accuracy and reduced the costs of correcting order errors.

### **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](http://www.sterlingcommerce.com).

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SC0624 07/09