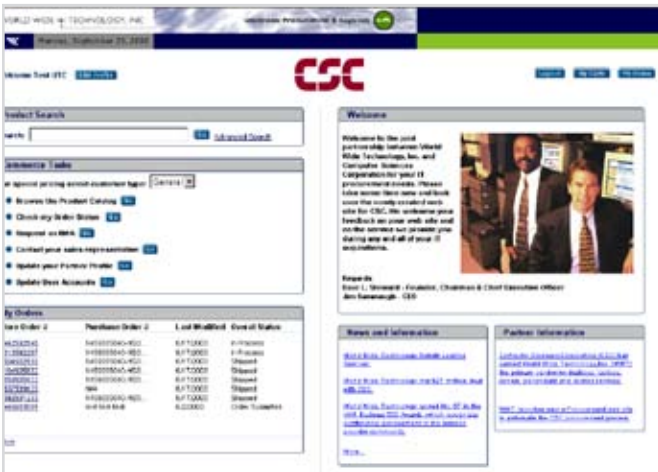


# Sterling Commerce improves customer online experience through e-business for WWT



## World Wide Technology, Inc.

### Location

St. Louis, MO

### Industry

High tech

### Business challenge

Improve customer experience with a user-friendly interface that enables locating and ordering products faster and more efficiently, and provides rich product data from a subscription service

### Solution

Sterling Multi-Channel Selling™

### Benefits

- Improve customer service
- Reduce cost of customer service
- Expand into new product categories and industry verticals
- Help customers achieve greater efficiencies in purchasing
- Track and analyze product demand and promotions
- Provide accurate and timely product information
- Reduce the number of incorrect orders

## World Wide Technology, Inc.

### Customer background

World Wide Technology, Inc. (WWT) is a systems integrator that provides innovative technology and supply chain solutions to the commercial, government, and telecom sectors. The company brings to market a powerful blend of knowledge, infrastructure, and technology to help its customers manage the planning, procurement, and deployment of IT products and solutions. WWT employs over 900 people and operates more than 1.2 million square feet of warehousing, distribution, and integration space in 19 facilities throughout the world.

### Business challenge

WWT had a homegrown order system that required customers to verbally contact WWT's customer service representatives to place orders and retrieve order status. This solution was expensive, error-prone, and did not achieve the level of service that the company needed for its customers. WWT realized the need to improve its customers' experience, with a user-friendly interface that enables them to locate and order products faster, and

more efficiently, and provides rich product data from a subscription service. WWT was looking for an e-business solution that would not only give its customers a better ordering experience, but also provide them with the ability to track and analyze sales patterns and promotions. Ultimately, WWT needed a single, scalable system to provide improved service to its customers, as well as the tools to better sell to them.

### Solution

WWT implemented Sterling Multi-Channel Selling and it became their standard office application suite. The system provides the infrastructure and common business processes that are leveraged across its operating companies. With the Sterling Commerce solution, WWT's customers easily find the products and services they need from WWT's 600,000 item catalog, generate quotes, place orders, change orders, and view the status of business transactions between themselves and WWT. Sterling Multi-Channel Selling enables seamless communication between WWT's customers and its back-end systems.

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*"In the IT industry, it's unusual to find applications as quick to implement and easy to integrate with internal and external systems as Sterling Commerce. WWT's IT department remains impressed with the strength and functionality of Sterling Commerce applications and the dedication of the Sterling Commerce team. We consider Sterling Commerce a valuable partner with whom we can truly collaborate for top-line growth."*

Vice President, IT,  
World Wide Technology, Inc

### Key benefits

It only took 90 days from the time WWT began to look for a solution until the system was live in production. The actual implementation process took only 66 days. Since implementing the Sterling Commerce e-business solution, WWT's online revenues increased more than 500%, in part because the system is so easy to use. Now, WWT customers can allow employees outside their own procurement department to purchase pre-approved, standardized products directly through the enterprise e-business system. Customers save money by purchasing a volume of standard products and by streamlining the purchase process.

Because of the efficiencies of enterprise e-business, WWT was able to expand beyond selling just IT products into selling office supplies and business equipment, further enhancing the company's bottom line. Sterling Commerce applications enable seamless communication between WWT's customers and WWT's back-end systems. The system interfaces with CNET, a subscription service which provides rich product information, BEA WebLogic Platform application server, webMethods XML data services, Oracle databases, and the Oracle ERP order management

module. It also accepts orders directly from customers' procurement software from Ariba, CommerceOne, Oracle, and their home-grown systems.

Sterling Catalog™ enables customers to easily research and select products and services, including pricing and availability information. Customers can request customized price and inventory information for all products and services they are able to purchase. Relevant product information such as categories, features, datasheets, and images, are integrated with the CNET product catalog data subscription service. Product and service assemblies and bundles are maintained and administered in the Sterling Multi-Channel Selling solution.

With a proven track record for delivering projects on budget and on time, Sterling Commerce gave WWT the confidence that the project would go as planned. An excellent recommendation from one of WWT's business partners was verified by the high customer satisfaction ratings generated by Sterling Commerce, and the impressive references that validated the dedication of Sterling Commerce to customer satisfaction.

### 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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