

Help your business build and manage catalogs and offers

Sterling Catalog and Offer Management

Executive Summary

Staying competitive with new product offerings is critical to business success, yet managing product and service bundles and marketing offers is complex, making it difficult to be responsive. Sterling Catalog and Offer Management improves business responsiveness by allowing you to easily build and manage product and service catalogs, and target offers promotions, and retention programs for your customers and partners. This is possible across all available channels including Web, call center, store, and field sales.

In this Solution Overview, you will learn about:

- How to build and manage product and service catalogs
- How to build targeted promotions and offers to support your marketing initiatives
- How to deliver a personalized shopping experience across all channels

Benefits of this solution:

- Improve sales by presenting richer product data directly to customers and partners
- Improve the buying experience by delivering compelling product information to all sales channels
- Respond quickly to market changes by easily building and delivering promotional offers

Build and manage catalogs easily

Sterling Catalog and Offer Management allows business owners to manage product and pricing data and use it to publish an online catalog that helps customers and partners find, compare, and purchase the right products and services. It aggregates products from multiple vendors into a single catalog, giving you full control over product pricing and catalog updates. It also includes parts assembly capabilities to manage all aspects of ordering product parts.

Offer personalized marketing and merchandising

Sterling Catalog and Offer Management helps you to target offers and promotions, and retention programs through all channels—Web, call center, store, and field sales. Its campaign capabilities allow building of personalized marketing and promotional e-mail messages to support new marketing initiatives.

“With the flexibility and modularity of the Sterling Multi-Channel Selling solution, we were able to rapidly implement a platform that supports our specific needs for purchasing and order management across a broad product catalog and across our extended enterprise.”

Paul Fingermann
Vice President IT and Chief Architect,
Applied Biosystems

With Sterling Catalog and Offer Management you can leverage user behaviors and profile information—both at individual and organizational levels and proactively create the most compelling offers. It also provides you the capability to combine demographic data with real-time interaction and past purchase history to create real-time customer and partner segmentation. This allows you to easily define, create, and manage targeted online promotions to cross-sell and up-sell additional products and services.

Sterling Catalog and Offer Management Components

Marketing	Create personalized marketing campaigns; build and leverage customer information to dynamically segment consumers for personalized marketing and merchandising purposes.
Catalog	Deliver catalog information across the demand chain and manage the selling of products, services, bundles, parts, and accessories.
Pricing	Manage and update product and service pricing for all market segments.
Configurator	Customize complex products and services based on multiple options and item-specific business rules.

Enhance the interactive buying experience

Sterling Catalog and Offer Management provides Web 2.0 social networking capabilities by giving customers the ability to add product reviews—the backbone of any interactive and collaborative selling marketplace.

Designed for aggregation, Sterling Catalog and Offer Management assembles products and services into a single catalog from multiple sources, including vendors and back-end legacy systems, ultimately providing you full control over enriched catalog data with product pricing and catalog updates.

Additionally Sterling Catalog and Offer Management allows your customers and partners to interact seamlessly with your brand, and purchase across all available channels by providing key e-commerce enhancements such as cross-channel

gift registries, personalized wish lists and templates, split payments, gift cards, shipping discounts, and coupons. As a result you deliver a personalized shopping experience, increase customer loyalty and share of wallet, and drive profitable growth.

Achieve cross-channel excellence

Sterling Catalog and Offer Management can be utilized across multiple selling channels, which include Web, call center, store, and field sales. These channels guide prospects, customers, partners, sales, and call center representatives in managing and building product and service catalogs based on customer and market demands.

More choice in deployment

Sterling Catalog and Offer Management is available in a variety of deployment and operational models to meet your

business needs, and can be delivered on premise or as-a-Service. As-a-Service offers the additional option of a subscription model. With Sterling Commerce solutions, you have more choice and the best opportunity for optimization of your investment, with assured delivery of the right mix of scalability, reliability, availability and security to support your business objectives.

Implement quickly and successfully

Sterling Catalog and Offer Management is based on a common application platform across the entire Sterling Selling and Fulfillment Suite. This secure platform relies on a service-oriented architecture (SOA) that enables you to leverage and extend your existing back-end systems. With an implementation time of 120 days or less, you can manage and syndicate complex products and services, and price and configuration information across multiple systems and organizations—quicker.

A variety of channel options

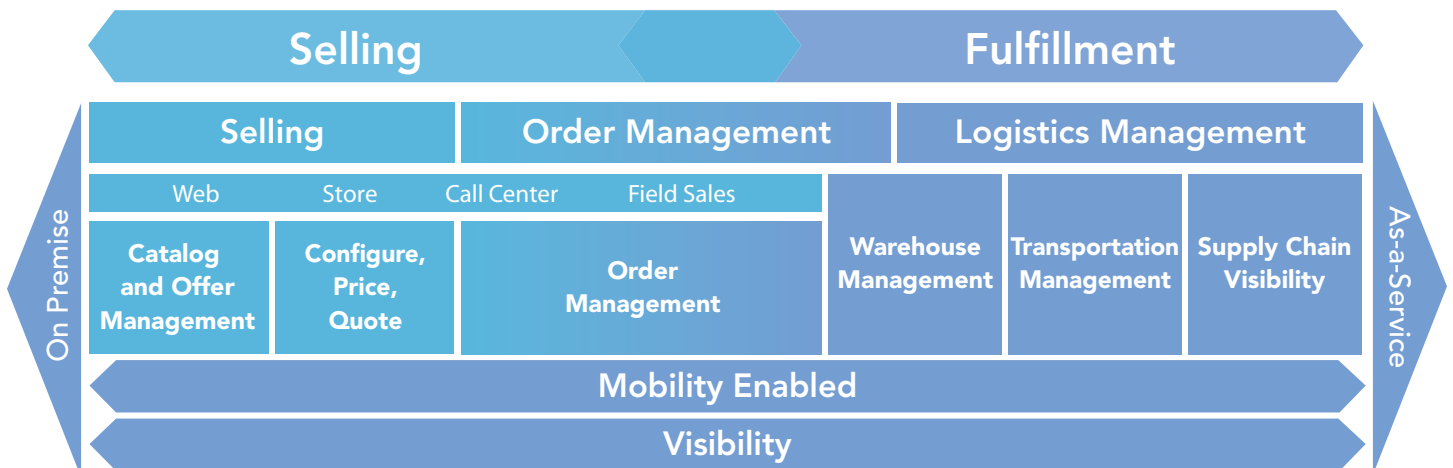
You communicate with your customers, partners and internal users in a number of different ways. Sterling Catalog and Offer Management supports all of the ways you interact with them—Web, call center, store, and field sales.

Sterling Web

Sterling Web is a powerful e-commerce engine for building and managing electronic storefronts. Sterling Web allows you to launch and manage multiple Web storefronts, manage product pricing, enable self-service ordering, and assist sales and service representatives with powerful guided selling tools. These tools help your customers and partners find and compare products and services. They also create a personalized buying experience, where your customers and partners can place orders based on purchase history.

You can use Sterling Web to increase direct sales by building any number of branded Web storefronts, and increase

Sterling Catalog and Offer Management is an integrated solution of Sterling Selling and Fulfillment Suite.



indirect sales by providing complete e-business capabilities to your channel partners.

Sterling Call Center

Sterling Call Center lets you manage the various order capture and fulfillment processes in your call center. It provides task and role-based user interfaces that help your customer service representatives enter, modify, and re-configure existing orders; determine the status of an order, check inventory, or manage the returns process.

Sterling Store

With Sterling Store, you can manage the various order capture and fulfillment processes in a multi-store environment. It provides a single point of visibility to enable the order from anywhere, fulfill from anywhere capability for multi-channel customer management from the store channel.

Sterling Field Sales

Sterling Field Sales allows field sales and service representatives to manage all aspects of order capture, quoting, and

service fulfillment processes using a thin client, browser-based user interface. It provides field representatives with all the information they need from product, pricing, and configuration information to order status, inventory checking, and return processing that can be accessed anywhere by representatives in the field.

Realize the benefits of Sterling Catalog and Offer Management now

Sterling Catalog and Offer Management is part of the Sterling Selling and Fulfillment Suite, a suite of modular applications that gives you complete visibility and control over your sales, fulfillment, and logistics processes. Sterling Selling and Fulfillment Suite manages all steps of the order life cycle—from inquiry to cash, as a single, unified process across the extended enterprise.

Sterling Catalog and Offer Management is currently available in the United States, Canada, United Kingdom, France, Germany, Japan, and Australia.

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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