

Motorola's customers, partners and associates can now quickly configure and buy Symbol bar code scanners



MOTOROLA

Location

Holtsville, New York

Industry

Manufacturing

Business challenge

Motorola needed to enable their bar code scanner customers, partners, and associates worldwide to quickly and accurately identify, select, configure, and order from among more than 17,000 different products, and then pass orders to an e-business system to complete the transactions

Solution

Sterling Multi-Channel Selling™

Benefits

- Improve productivity of sales organization and business partners in finding product data
- Improve accuracy of configured orders
- Reduce product returns
- Increase opportunities for cross-sell and up-sell
- Reduce operating costs
- Achieve greater brand loyalty and customer satisfaction

Motorola's Portfolio of Symbol Bar Code Scanners

Customer background

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Motorola is a FORTUNE® 100 company with global presence and US\$36.6 billion in 2007. Their mobile data management systems include bar code scanning, mobile computing and wireless communications. Motorola's bar code scanner products are used to increase productivity from the factory floor to the retail store, to the enterprise and out to the home.

Business challenge

Motorola needed to enable its customers, partners, and associates worldwide to quickly and accurately identify, select, configure, and order from among more than 17,000 different products, and then pass orders to an e-business system to complete the transactions.

Solution

Motorola's mobile data management system division uses the Sterling Multi-Channel Selling solution to increase the productivity of their online and offline selling efforts. The Sterling Commerce industry-leading enterprise e-business software solutions have enabled Symbol to complete its online guided selling system, and provide customers and selling partners with the latest product, pricing, and configuration information. In addition, Motorola associates have access to the most accurate product and pricing information to enable them to work more productively, and better service their customers. With over 17,000 highly configurable products and accessories to offer customers, the need to provide accurate, complete information on product models and

"We are committed to providing our customers, partners, and associates with a value-added guided selling experience by enabling them to quickly research and configure those solutions that meet their requirements. Sterling Commerce provides the software and services that support our e-business objectives, and in a manner that should deliver significant return on our investment."

Judy Murrah
Vice President,
Sales Systems and Global Business Development
Motorola

options for configuration is clear. With Sterling Commerce, Motorola can publish up-to-date product data on models and allow online configurations. Customers, selling partners, and associates are using the guided selling and configuration capabilities of the Sterling Commerce solution to quickly and accurately identify, select, and configure products online. Orders are passed to the e-business system to complete the transactions.

Key benefits

The Sterling Commerce solution streamlines a formerly manual and error-prone system of order management involvement for product description and configuration. Through Sterling Commerce, Motorola helps its customers and partners accurately configure, place, and manage simple to highly complex product orders, on average in about three minutes. Before deploying its Sterling Commerce-powered site, it would often take three Motorola associates up to three hours to assist customers with researching, ordering and managing relatively complex orders.

Motorola's associates also benefit by having access to the most accurate product and services information, enabling them to work more productively and better service their field and support staffs. Within the first three months of operation, Motorola's Sterling Commerce-powered mobile data management system site had seamlessly and accurately facilitated over 15,000 product configurations.

Sterling Commerce was selected for three key reasons. First, Motorola needed a company dedicated to customer satisfaction. Second came the product requirement for a world-class configurator and interactive selling module. This was where Sterling Commerce was the hands-down winner in proof-of-concept trials. Third was the ability to support the indirect sales model through distributed e-business capabilities. Motorola saw a strong match for their needs in the Sterling Commerce applications, all were designed to address the volume and specific complexities of distributed e-business.

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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