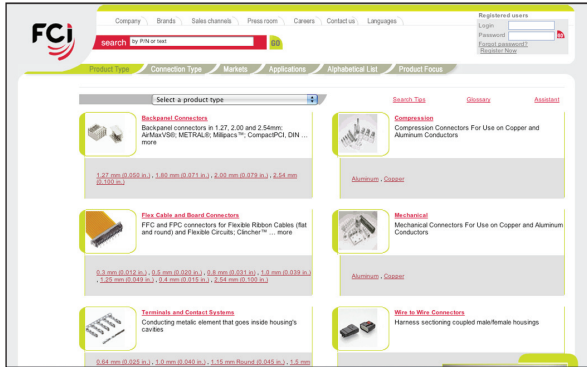


Sterling Multi-Channel Selling search, multi-language, e-catalog capabilities boost e-commerce results for FCI



FCI

Location

Versailles, France

Industry

Manufacturing

Business challenge

Support the company's long-term Web strategy to offer both catalog and e-commerce capabilities to its customers and distributors

Solution

Sterling Multi-Channel Selling™

Benefits

- Increased capacity to handle rising volumes from new government institutions enabling rapid growth
- Reduced operating costs by \$1 million each year
- Enhanced security and integrity of data
- Reduced errors by eliminating human intervention and establishing file exchange standards
- New communication channels established with business partners

Customer background

With operations in 30 countries and an annual turnover of 1.3 billion Euros in 2007, FCI is a leading manufacturer of connectors. The company's 14,200 employees are committed to providing customers with high-quality, innovative products for a wide range of consumer and industrial applications. FCI designs and manufactures electronic and electrical connectors for automotive, telecom, industrial, medical, data, consumer and energy markets, with over 34 manufacturing sites worldwide.

Business challenge

FCI's e-catalog solution was no longer able to support FCI's long-term plans. Their existing solution had limited search functionality and was unable to support multiple languages.

In a highly competitive market segment, it was important for FCI's globally-distributed customers, comprised of distributors, procurement managers and engineers, to quickly locate the right product online. If unable to provide accurate product and technical information via its Web site, FCI ran the risk of losing customers to its market competitors.

In support of their strategy, FCI drafted a core set of Web site requirements that included new e-catalog capabilities, ensuring support for all of the company's four divisions: electronics, motorized vehicles, electrical and micro connection. Their long-term strategy would enable customers and partners to purchase connectors online.

Solution

FCI selected Sterling Commerce and its Sterling Multi-Channel Selling solution in order to extend catalog and e-commerce capabilities to its customers and distributors. Sterling Multi-Channel Selling synchronizes selling and order management across selling channels to drive measurable improvements in sales, by enabling customers and partners to find the right products and services, display complementary products, and order them across all available touchpoints, including Web.

The Sterling Commerce solution also stood out from the rest based on its strong search functionality and multi-language capabilities. Its integrated ordering and scalable business-to-business (B2B) functionality was

“Our Web site is a business tool. Sterling Multi-Channel Selling has helped FCI leverage its product information across divisions. Now our customers and prospects can quickly and easily find and research the right products on our Web site, which has enabled us to enhance the customer experience and increase customer satisfaction.”

“Looking to the future, it is critical that FCI remains flexible and adaptable as the market evolves and our customers’ needs grow. Sterling Commerce allows us to build upon our long-term Web site strategy and provides us with a competitive differentiation for future growth.”

Michel Safir
Head of Strategy,
FCI

essential in allowing FCI to evolve its e-commerce offering over time. FCI has rolled out English, Chinese, and Japanese language versions of Sterling Multi-Channel Selling, with plans to offer additional languages in the future.

Sterling Multi-Channel Selling is being deployed in a number of phases in order to deliver incremental value to the business. Phase One centered on delivery of the catalog and search capabilities, ensuring ease of access to product information.

The second phase of implementation, piloted by the electrical division, will focus on the expansion of e-commerce capabilities, including real-time pricing and availability information. FCI has tightly integrated Sterling Multi-Channel Selling with its back-end system via Web services. Added functionality, such as targeted promotions and private catalogs is also included.

Key benefits

With Sterling Multi-Channel Selling, FCI’s distributors, procurement and engineering customers, can easily search, find, and review the product details and technical information that they are looking for. Customers and prospects are also able to narrow their search by product or by category, and can browse the product hierarchy by market, by application or alphabetically.

FCI’s customers and prospects can also search for documentation based on product hierarchy, including brochures and technical documentation. FCI relies on Sterling Multi-Channel Selling to treat documents as products through attributes (meta data), making it easy and intuitive for users to find what they are looking for.

As part of the second phase rollout, distributors will have the added ability to rapidly locate their desired product using their own product code number, accessible through a restricted and secure section of FCI’s Web site. In addition to looking up product information, they will also be able to validate up-to-the minute pricing and availability, and track orders and shipments.

FCI has seen a 66% increase in Web site hits as a result of their site’s extended e-catalog capabilities. User feedback has also been very positive; 60% of Web site visitors use the e-catalog to search across 94,000 connector products, and on a monthly basis, download on average 50,000 Adobe Acrobat documents. FCI’s Web site has also been ranked in the top 10 for their industry by a leading industry analyst firm.

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimise 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.

Sterling Commerce
An AT&T Company

For all Sterling Commerce offices worldwide, visit www.sterlingcommerce.com

©2008 - 2009, Sterling Commerce, Inc.
All rights reserved. Sterling Commerce and the Sterling Commerce logo are trademarks of Sterling Commerce, Inc. or its affiliated companies. All products referenced are the service marks, trademarks, or registered marks of their respective owners. Printed in APO.
Neither this case study nor any portion thereof may be used or distributed with any other material without the express written consent of Sterling Commerce.
SC0665E 08/09