

Integration platform onboards new business partners 90% faster



AT&T Mobility LLC

Location

Atlanta, GA

Industry

Telecommunications

Revenue

\$42.7 billion

Business challenge

Integrate and onboard new customers quickly, despite their disparate systems

Solution

Sterling Integrator®

Benefits

- Onboards new business partners quickly
- Integrates disparate systems from mergers and acquisitions
- Reusable business processes accelerate time to revenue
- Toolset extends Sterling Integrator investment
- Visibility and tracking increase productivity

Customer background

AT&T Mobility LLC is the wholly owned wireless subsidiary of AT&T Inc. and is the largest mobile phone company in the United States (in terms of coverage and number of subscribers). The company operates the largest digital voice and data network nationwide and served more than 73 million subscribers in 2008.

Business challenge

In 2004, Cingular (now AT&T Mobility) used Sterling Integrator to collaborate with business partners. Since this solution was so versatile, AT&T Mobility was eager to implement the next generation of Sterling Integrator, especially since the company was experiencing an increasing number of interactions with third-party providers and large national retailer customers.

Timothy L. Culver, Executive Director of AT&T Mobility, said when they began using Sterling Integrator, they didn't realize all the capabilities it provides. "By adopting Sterling Integrator, we went from processing EDI orders to doing complete B2B integration," he said.

Solution

Now AT&T Mobility uses Sterling Integrator for their B2B collaboration. Sterling Integrator supports billions of dollars in transactions each year (approximately \$500 million per month) with hundreds of vendors and customers—no matter which formats they require. In fact, as AT&T Mobility began acquiring additional business partners, Sterling Integrator enabled the company to integrate for a fraction of the cost compared to traditional methods. Sterling

“A lot of companies struggle with B2B integration, which can negatively impact their relationships with business partners. When you use Sterling Integrator, you get a high impact infrastructure on a single platform at a fraction of the cost. You also get real-time monitoring that enables you to be proactive and solve problems before they happen.”

Timothy L. Culver
Executive Director,
AT&T Mobility

Integrator has hastened the onboarding process as well. What used to take four to six months now only takes a few weeks.

In addition to quickly onboarding and collaborating with business partners and customers, Culver said, Sterling Integrator gives AT&T Mobility visibility. “If a business partner has a question about a transaction, Sterling Integrator has a great reporting ability,” he said. “If there is an issue, we can pull up the data and solve it immediately.”

Sterling Integrator has also enabled AT&T Mobility to communicate with any format to any back-office system, which allows them to expose services to external partners. Previously, AT&T Mobility had to write customized code to communicate with back-office systems. Now, with the out-of-the-box tool set, they can support internal and external partners or customers in any format they wish, at any time they specify. “Sterling Integrator is perfect for integration activities because it’s built for internal support but also has the ability to cross firewalls to talk with partners, especially among legacy systems,” Culver explained.

Key benefits

Sterling Integrator enables AT&T Mobility to onboard business partners 90% faster. What used to take four to six months now takes only a few weeks.

The low overhead of running Sterling Integrator is a huge competitive advantage over other products because it requires very little staffing and time. In the past, AT&T Mobility had to build customized tools to communicate with back-office systems. Now the capabilities are already available within Sterling Integrator.

The reporting capabilities within Sterling Integrator enable AT&T Mobility to proactively handle customer issues before they turn into problems.

Despite the challenge of integrating different applications in disparate systems, Sterling Integrator provides AT&T Mobility with real-time validation and tracking. Additionally, ensuring internal and external B2B activities are secure is crucial.

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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