

Sterling Commerce helps Techtronic Industries Co. Ltd. become more competitive with a new B2B platform



Techtronic Industries Co. Ltd.

Location

Hong Kong

Industry

Manufacturing

Revenue

HKD \$24.8 billion

Business challenge

Establish a high-performance B2B electronic trading platform

Solution

Sterling Integrator®

Benefits

- Time saving automation
- Increased accuracy
- Enhanced external and internal data communication
- Increased business opportunity

Customer background

Techtronic Industries Co. Ltd. (TTI) is a rapidly growing manufacturer of home-improvement products, including a number of well-known brands like Ryobi, Milwaukee, and AEG power tools. Techtronic Industries' products can be found at major home centers and retailers, including Sears and Home Depot, full-line tool distributors and other channels worldwide.

Business challenge

In the past, TTI manually processed their orders. Now, with their continued growth and success, which includes expanding the sales offices and other acquisitions, they have discovered the need to reform their IT infrastructure to adopt more advanced B2B integration solutions. "It is essential for us to establish a B2B electronic trading platform to speed up the internal and

external communication of the whole enterprise," stated Paul Leung, Enterprise Systems Manager for TTI.

Solution

After implementing Sterling Integrator as TTI's core operating system, they were able to integrate all formats of orders, such as e-mail, fax, purchase orders, invoices, and various electronic file formats, as well as all links between various subsidiaries, customers, domestic suppliers and partners, such as banking, postal, and shipping companies. On the product sales end, information links have been established between the individual sales offices and their customers so they can receive the latest information on their goods replenishment status and sales situation.

“With the implementation of Sterling Integrator, TTI has saved huge investment costs, labor costs, and administrative costs.”

Paul Leung
Enterprise Systems Manager,
Techtronic Industries Co. Ltd.

As a leader in consumer and professional products, having a broad perspective, an extraordinary ability of cooperation, security, and error-free communication of information is essential. Sterling Integrator has enabled TTI to facilitate what in the past was considered to be chaotic and unstructured data into both organized and accurate data for easier integration and use of information. With the establishment of new electronic data interchange systems, the communication between customer and partner has improved order accuracy and TTI is now able to respond to market changes. In addition, Sterling Integrator has improved supply chain management and collaborative processes, resulting in a substantial increase in productivity.

Key benefits

Time-saving automation

Due to the implementation of Sterling Integrator, the complexity of the document delivery process is reduced and simplified, shortening the effort from four hours per day of manual input of orders procedures to less than one hour per day, saving three-quarters of the time required.

Increased accuracy

After the implementation of Sterling Integrator there was a drastic drop in errors, reducing the workload for system maintenance and management of the IT sector.

Enhanced external and internal data communication

By enhancing external and internal data communication capabilities, Sterling Integrator has helped to create a more stable business relationship between TTI, their partners, and the community. Information can now be passed on in a timely manner, allowing employees and partners to make informed business decisions.

Increased business opportunity

When TTI states that their B2B gateway is Sterling Integrator, prospects automatically recognize and appreciate the integration capability.

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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