

Sterling Commerce gives you better control beyond the edge of your enterprise

## Sterling Integrator for B2B Collaboration

### Executive Summary

An increasingly competitive global marketplace is driving businesses to adapt their corporate strategies and tactics faster than ever. IT systems that can not only cope with these changes but actually accelerate their adoption will become increasingly valuable in today's dynamic business environment. Sterling Integrator® makes it faster and easier to build, deploy and manage B2B solutions across diverse business partner communities. Sterling Integrator is part of the Sterling Business Integration Suite.

#### In this Solution Overview, you will learn:

- Marketplace momentum is gained as you shift your focus outward
- Today's complex and diverse business environment favors those who effectively integrate with their business partners
- Compliance to regulations, customer mandates and industry standards is possible with minimal disruption to current systems and processes

#### Benefits of this solution:

- Boost visibility into and across your supply and demand chains
- Secure your B2B communications between diverse systems and applications across your partner communities
- Streamline business processes inside and across your enterprise boundaries
- Connect to all of your business partners, despite differences in size, geography or choice of technology

#### Grow beyond the edge

Business leaders recognize that today's opportunities for profitable growth lie at the edge of the enterprise, where your organization makes contact with its community of business partners. After years of investing to build up your internal IT infrastructure, it is time for you to complete the picture by extending and integrating your existing infrastructure into the expanded value chain outside your enterprise. The ability to capitalize on this new growth opportunity is what distinguishes winners from mere survivors in the highly competitive and rapidly evolving global economy.

But how do you enhance your reach, vision and control at—and beyond—the edge of your enterprise?

#### Diversity is the reality

Today, almost every business operates in a complex business environment within an extended value chain, composed of customers, suppliers, partners, distributors and even competitors. Among all of the challenges you face in this demanding situation, diversity is one of the toughest and most persistent. In

the B2B world, businesses are constantly facing roadblocks from partner diversity, system diversity, standards diversity and geographical/cultural diversity.

For example, your business partners may be large or small, strategic, or commoditized, already equipped for secure Internet-based trade or still collaborating through faxes and e-mail. Marketplace advantage goes to those businesses that can effectively bring more of their business partners into the fold by offering secure, real-time integration of processes and information, regardless of partner size or capabilities.

#### Compliance is the new agenda

As if adapting to a diverse environment weren't challenging enough, you must accomplish this task while meeting the demands of an increasingly stringent regulatory environment, satisfying complex customer mandates and maintaining compliance to new industry standards and best practices. The bottom-line consequences of failure are sobering: fines, damage to your company's reputation, penalties for service-level lapses—even lost business.

*“Our supply-chain customers have demanded increasingly short turnarounds from the time they place an order to the time our products must be in their warehouse or on their shelves. So it’s very important that we have a very robust and nearly real-time system, and Sterling Integrator has helped us do that. Orders are now hitting our ERP system much more quickly, allowing us to improve service levels and increase productivity in our order-management area.”*

Todd Schroeder  
Systems Development Manager, SCM,  
Interface Systems, Web Services  
Smead Manufacturing Company

Moreover, you need to find a way to ensure compliance quickly, with minimal disruption of current systems and processes.

**The Sterling Commerce solution**

Sterling Commerce is proud to introduce Sterling Integrator for B2B Collaboration. Sterling Integrator makes it faster and easier to build, deploy and manage B2B solutions across diverse business partner communities.

**Boost visibility**

Sterling Integrator provides the integrated, timely visibility into processes that both you and your trusted business partners require—and helps you streamline mountains of real-time information quickly enough to guide informed decisions. A truly integrated approach to B2B integration must address your needs for usable information—information delivered while you can still act on it, routed automatically to the necessary people, and put into context with the proper analytic tools.

**Sterling Integrator is mobile enabled**

Sterling Integrator capabilities have been extended to mobile digital devices. Sterling Integrator Mobile provides

monitoring and management of Sterling Integrator processes and status from a mobile digital device, including system status, database growth, and average business process wait time. This mobile application improves operational responsiveness by providing users with the ability to access and respond to Sterling Integrator process information and status anywhere.

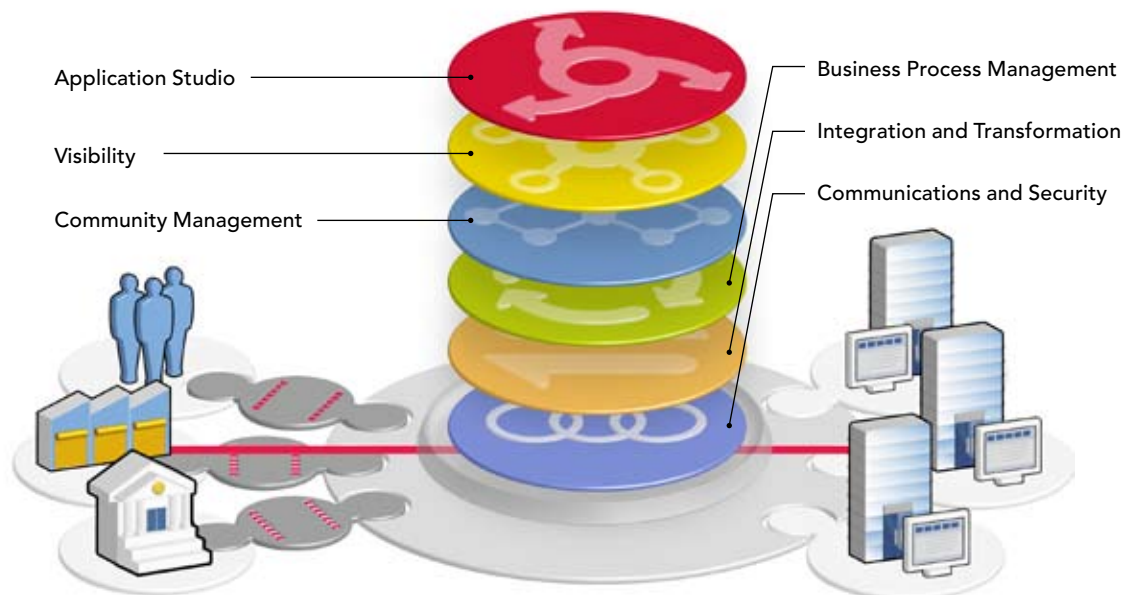
**Secure your communications**

Real B2B integration makes usable information available to your business partners—but it must also apply the best security practices and standards at every step along the way. Sterling Integrator provides stringent safeguards for crucial business information while bridging diverse communications systems, connecting disparate applications and securely extending your reach across organizational boundaries. Fail-safe security is critical, given the increasing sensitivity of customer information, growing privacy concerns and heightened accountability requirements.

**Streamline processes**

In the interconnected global economy, no business is an island. Because effective collaboration across enterprise boundaries is now the key to success,

Sterling Integrator for B2B Collaboration addresses key multi-enterprise collaboration needs.



you gain the competitive advantage if your business processes are automated, streamlined, integrated and coordinated with those of your business partners.

Sterling Integrator enables you to easily extend automated processes across enterprise boundaries, regardless of your business partners' differing connectivity technologies, policies, procedures, preferences and priorities. All organizations have the need to onboard and continuously manage changes for multiple trading partners.

Sterling Community Manager, a module of Sterling Integrator, onboards and manages trading partners quickly and efficiently, while using fewer of your existing resources, to continuously drive business growth.

#### **Adapt to diversity**

The success of your integrated business-partner community is judged largely on how many of your partners, regardless of their sizes, are electronically connected to the community. Your ultimate B2B goal is for all your business partners and customers to experience that doing business with you is easy. Sterling Integrator enables you to seamlessly orchestrate global supply chains and partner communities despite differences in partner size, importance and type. In an era of ongoing industry consolidation, when the ability to embrace change is increasingly important, Sterling Integrator has the agility to keep pace with the shifting requirements of your partner community.

#### **How it fits together**

Sterling Integrator encompasses six key areas of B2B functionality in the only integrated platform for multi-enterprise collaboration available today:

- Communications and security
- Integration and transformation
- Business process management
- Community management

- Visibility
- Application extension and customization

#### **Communications and security—**

Provides full data security with encryption, user administration and secure perimeter network traversal, including an external LDAP authentication option. Supports secure Internet communications protocols, such as S/FTP, HTTP/s, SSH, AS2, AS3 and Connect:Direct®. Features a complete trust-management system, as well as role-based user access.

Advanced mailboxing offers document repositories accessible only to specific users and applications. Perimeter security keeps Internet threats at bay, while policy-based file transfer aids traceability and manageability. Sterling Integrator's security features and communications capabilities help you quickly and easily meet compliance requirements, reduce the risks of fines and penalties and be assured of the safety and reliability of your data assets—both inside and outside your organization.

#### **Integration and transformation—**

Encompasses a data translation/transformation engine, a rules-based intelligent routing engine and graphical mapping tools that support almost all mainstream EDI and XML standards. A true B2B integration hub, Sterling Integrator also offers more than 300 pre-built adapters that enable you to readily integrate with virtually any partner application, including all major ERP and messaging systems. With such a comprehensive integration and transformation engine, you can completely leverage the value of your existing IT infrastructure and applications.

#### **Business process management—**

Coupled with an intuitive graphical business process modeler and a robust run-time process execution engine,

the business process management functionality in Sterling Integrator enables you to design, deploy, update and execute collaborative business processes faster and more reliably. Out-of-the-box process templates will greatly speed up your process development cycles and let you build on our industry experience. A nimble and flexible business process management capability will enhance your customer retention and loyalty, open new sales opportunities and create new supplier options.

#### **Community management—**

Simplifies trading partner maintenance by leveraging existing data and providing out-of-the box onboarding templates, standardizing the onboarding process and requiring less staff commitment per partner. The centralized application offers a single view across multiple communities to reduce trading partner administration.

Sterling Integrator provides community tools to inform both you and your partners on what's happening within your trading community. Sterling Integrator community management extends collaborative power to a broad range of partners within your entire trading community. A well-oiled community machine directly translates to faster growth and bigger profits for your business.

**Visibility—**Provides a dashboard that allows you to customize information access and presentation for specific users and roles, all in one centralized user interface. The dashboard monitors processes for compliance with service-level agreements and alerts you to transactions and events that fall out of bounds. Sterling Integrator also provides event management, reporting and tracking and auditing tools. The tracking tools are all Web-based so you can easily extend real-time activity and status information to both your own system administrators and your partners.

Sterling Integrator enables you to become more agile in the marketplace by seeing farther and faster into your collaborative business processes, with a view that's tailored to the needs and roles of key decision makers.

**Application extension and customization**—Brings the power of service-oriented architecture (SOA) extensibility and customization to the development of horizontal and industry-specific business applications. The Web extension feature in Sterling Integrator adds human interaction, flexibility and intervention to process automation. It enables you to build strong bonds with your business partners, big or small, by helping you reach outside your four walls. The robust interoperability of Web services enables IT organizations to expose the value of existing applications through multiple channels and formats by deploying new functionality on top of them.

### **Performance-increasing business benefits of Sterling Integrator for B2B Collaboration**

#### **Speed up new sales channel development**

With Sterling Integrator, you can now reach new markets and growth opportunities easier and faster by connecting to new customers and partners via the communications

standards they prefer. Sterling Integrator automates and seamlessly integrates your own business processes with those of your suppliers and customers.

#### **Boost your existing channel productivity**

Now you can build and manage your trading community efficiently and effectively. Sterling Integrator helps you build strongly integrated partner communities that boost channel productivity. Unimpeded visibility enables you to identify and fix exceptions and bottlenecks before they escalate.

#### **Broaden and deepen your supply chain visibility**

Sterling Integrator provides a variety of monitoring mechanisms, tracking tools and presentation methods so you can observe what's going on within your organization's operations, as well monitor your interactions with your extended value chain. Convenient, Web-based access delivers unparalleled business visibility anywhere, anytime.

#### **Bring new products to market faster**

Sterling Integrator connects your internal business processes with those of your customers and partners. If you are a manufacturer with both retail sales and distribution channels, Sterling Integrator enables you to easily comply with your major customers' data synchronization

mandates and publish attribute data quickly and accurately. You'll drive customer loyalty and dramatically shorten time to market.

#### **Elevate customer service levels**

Sterling Integrator gives you more than one way to introduce visibility to your customer base. Customers can track their order status and payment activity, and submit changes. Not only can they find answers to their questions, but they can also access those answers in real time, through their preferred channels. By positioning yourself as an "easy-to-do-business-with" vendor, you can better satisfy customers.

#### **Cut your supply chain costs**

Sterling Integrator spares you the need to replace your existing IT investment. By taking advantage of its application extension and customization capabilities, you can leverage what you have today and build new functionality on top of your existing packaged applications, messaging systems and technology platforms. Fast partner onboarding dramatically reduces the cost of community management. With Sterling Integrator, you'll enjoy lower total cost of ownership and more rapid ROI with your existing IT assets—while pushing your supply chain management technology to the next generation.

### **About Sterling Commerce**

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network to accelerate revenues and reduce costs. Sterling Commerce provides more than 18,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate inside and outside their enterprise. More information can be found at [www.sterlingcommerce.com](http://www.sterlingcommerce.com).

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