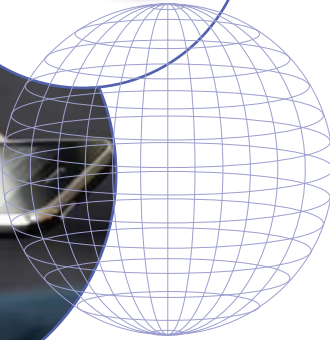


Any Partner. Any System. Anywhere.

# Sterling Business Integration Suite



**Sterling Commerce**  
An AT&T Company



# Any Partner. Any System. Anywhere.



The Sterling Business Integration Suite allows customers to solve critical business-to-business and managed file transfer challenges, connect people, systems and technology, and enable the secure and seamless integration of key business processes.

The Business Integration Suite is a comprehensive set of market leading solutions that address the critical challenges of:

- Business-to-Business Integration
- Managed File Transfer

Rather than relying on multiple vendors and complex cross-vendor implementations, solve your integration problems with the Sterling Business Integration Suite. This comprehensive set of solutions allows customers to capture the greatest amount of ROI while reducing the complexity and total ownership cost of implementing an integration strategy.

A Challenging

# Environment

*“Enterprises are facing an increasingly complex array of business needs that require integration to solve them. Traditionally, these needs are addressed on a tactical basis as they arise, with little thought given to the overall plan. Going forward, a more strategic approach is needed in the form of an enterprise integration strategy that considers the full range of integration needs and provides strategic guidance on applicable solutions.”*

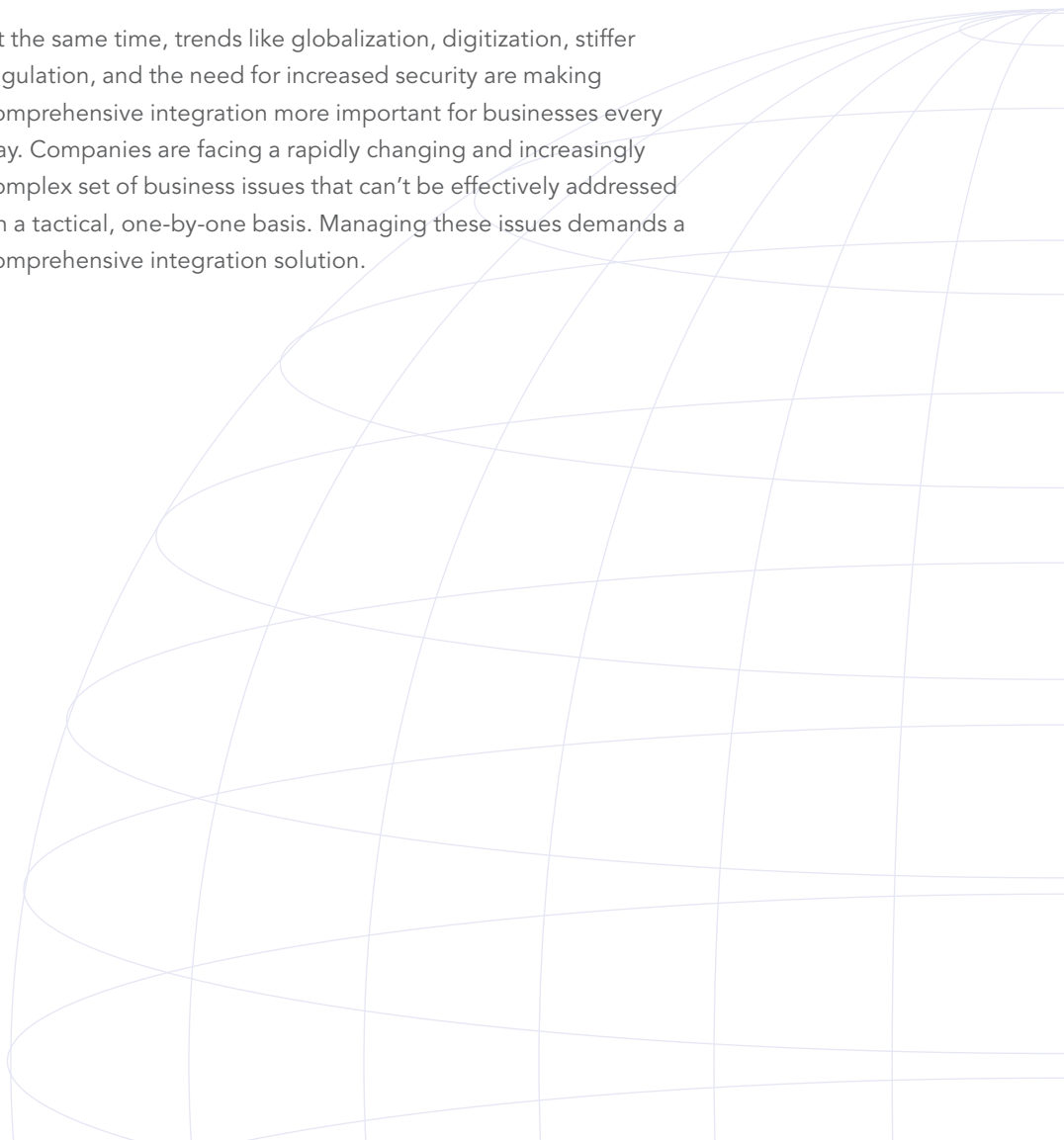
The Value Of A Comprehensive Integration Solution, a commissioned study conducted by Forrester Consulting on behalf of Sterling Commerce, March 11, 2009.

Businesses are faced with the need to reduce costs and complexity, grow revenue and profit, and protect their company's reputation. Many businesses are looking at improving their integration capabilities as a way to achieve their business objectives. These same businesses are also expressing concerns about the existing solutions available to them for solving their integration challenges.

These concerns include:

- Too many disparate integration tools
- Many limitations of older integration technologies
- Lack of managed file transfer capabilities
- Poor support for process improvements
- Lack of business process visibility

At the same time, trends like globalization, digitization, stiffer regulation, and the need for increased security are making comprehensive integration more important for businesses every day. Companies are facing a rapidly changing and increasingly complex set of business issues that can't be effectively addressed on a tactical, one-by-one basis. Managing these issues demands a comprehensive integration solution.



# Sterling Commerce Responds

*“SXC was able to implement several hundred trading partners in a four week time period—which isn’t a lot of time to connect that many trading partners. It was the capabilities of the Sterling Business Integration Suite that made it possible.”*

Scott Schrader  
Director, Information Systems,  
SXC Health Solutions

The Sterling Business Integration Suite is a comprehensive solution that can meet almost any integration need, from connecting businesses to one another, to moving massive amounts of data anywhere in the world, to streamlining the internal processes of a single enterprise. The Suite includes the capabilities needed for a truly comprehensive integration strategy.

Key capabilities include:

- Faster and easier partner onboarding
- More effective communication with trading communities
- Fast, secure, and reliable movement of massive amounts of data
- Visibility into business activity for predictable performance
- Improved SLA compliance driving more business
- Bullet-proof data security to better protect your brand
- Mobile enabled

The Suite also addresses today’s integration concerns, because it supports ongoing business process improvements, provides business process visibility, and much more. No other solutions provider delivers the unique blend of B2B and data movement capabilities for end-to-end integration.

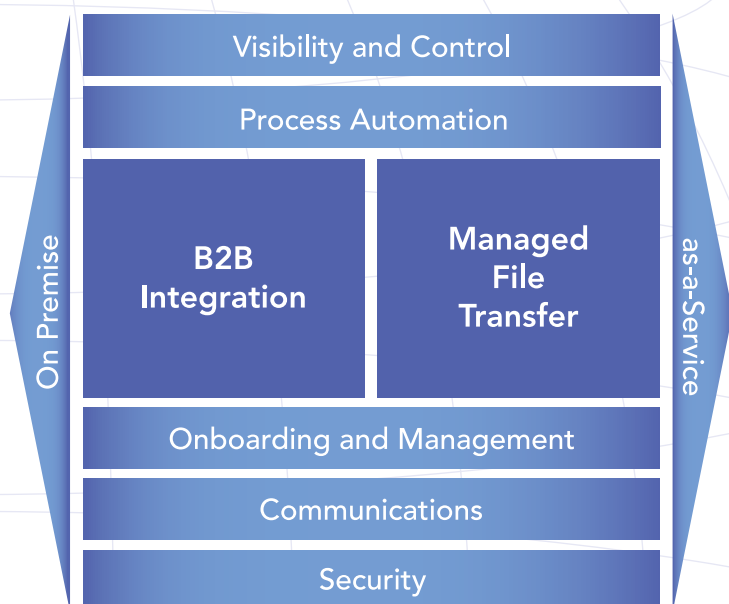
The Sterling Business Integration Suite optimizes and transforms your Business Collaboration Network of internal stakeholders and external partners by responding to three imperatives:

- Improving business agility
- Increasing operational efficiency
- Driving greater performance

The Sterling Business Integration Suite does this through secure and flexible integration, seamless automation, and visibility into actionable information across IT and business processes.

*A Business Collaboration Network enables companies and their customers, partners, and suppliers to connect, communicate, and collaborate in a productive, secure, and effective manner, driving positive business results for all involved.*

## Sterling Business Integration Suite



Any Partner. Any System. Anywhere. **Sterling Business Integration Suite**

# B2B Integration

*"Sterling Commerce is the best in the business and the best choice for us. The company delivers a world class and 'dial-tone'-reliable B2B infrastructure supported with B2B professionals to provide the checks and balances we need to deliver superior customer service."*

Brianne Wilson  
IT Director,  
Big Time Products



**Mobile enabled**

Sterling B2B Integration solutions enable the secure and seamless execution of multi-enterprise business processes with 100% of a company's business community.

## Securely and flexibly integrate trading communities

Support for any communication standard, protocol, data format, or file

Any-to-any data mapping and translation

Community self-provisioning, outsourced recruitment, onboarding, testing, and multi-lingual technical support

Global network of 280,000 pre-connected trading entities providing rapid access to a large community of trading partners

Full range of encryption, certificate types, digital signatures, and identity management methods

## Extend internal business processes to external partners

Integration adapters for any ERP, messaging system, or data storage system

Document conversion and processing: routing, business rule validation, delivery, alerting, exception handling, and archiving for end-to-end process automation

Process modeling, execution, and orchestration with predefined process templates

Automated exception handling

Manual business process automation through choreographed Web forms, supplier and customer portals, and manual document conversion services (fax, e-mail, postal mail)

## Provide visibility into key IT and business processes

Centralized visibility and tracking of business process activities with your customers, suppliers, and business partners

Process-specific dashboards enabling KPI management for you and your business partners

Service level, security, and regulatory compliance management with timely and accurate audit trails and access to archived data

Real-time status of sent and received business transactions providing assurance of delivery and receipt

Mobile applications to extend visibility and action

Standard reports providing aggregate views of business document volumes which can be analyzed by partner sender/receiver, document type, size, and more



# Managed File Transfer

*"Ameriprise moves a lot of financial documents on a daily basis. With the Sterling Business Integration Suite, we are able to do things much quicker, much cheaper, with higher quality, and we have solutions that are repeatable across all of our different business partners, both external and internal. It also meets all of our information protection and compliance requirements and does so in an easy to use manner for those that use the system."*

Ian Silver  
Senior Technical Analyst,  
Ameriprise



**Mobile enabled**



Sterling Managed File Transfer solutions enable enterprises to gain control and oversight of the massive movement of critical corporate data to facilitate data growth, reduce security risk, and improve IT and business efficiency. Sterling Managed File Transfer solutions provide assured data delivery while moving, securing, accelerating, and managing all critical data movement.

## Assured delivery

- Event-based architecture
- Built-in automation and checkpoint restart
- Comprehensive support for industry standard protocols
- Pre-built templates, simplifying automation

## Centralized management and visibility tools

- Central visibility and tracking for all data movement activities
- Proactive SLA management
- Exception management through replay, reprocess, and resend capabilities
- Mobile applications to extend visibility and action

## Accelerated transport and onboarding processes

- High-speed transfer reduces delays on high-capacity circuits
- Wizard-based onboarding

## Advanced security

- Proprietary Connect:Direct® protocol that has never been breached
- Perimeter security enabling Internet use to replace dedicated lines
- Government-certified encryption

## Audit, regulation, and policy compliance

- Audit trails and reports for all file transfer activity
- Pass audits with secure protocols, encryption methods, digital signatures, and identity management tools
- Central management of user roles, responsibilities, and policy

# Delivering more choice

Software alone will not deliver the full business benefits from your investment. A recent survey conducted by Forrester highlighted how a portfolio of solution choices brings higher value to a company's solution investment. Sterling Commerce delivers more choice in how you define, deploy and extend your Business Integration Suite.

## Define

*Definition choices enable you to determine what solutions you need, how those solutions are packaged and work together, and how you can buy them.*

### **From individual solution to comprehensive suite**

For example, it is not necessary to buy the entire Sterling Business Integration Suite. Individual solutions, products, and services

The Sterling Business Integration Suite focuses on solving challenges in two major areas:

#### **B2B integration**

Solving challenges between businesses and their business partners, such as customers, suppliers, banks, and transportation providers

#### **Managed File Transfer**

Solving the challenges of large file transfers that need to be secure, often between banks, manufacturers, and dealers, or retailers and their stores

can be purchased separately. This allows you to purchase exactly what you need, when you need it.

## Deploy

*Deployment choices give you flexibility in implementing the solution, how much Sterling Commerce expertise you use in deployment, and whether you want to take advantage of one of our pre-built business communities.*

### **On premise or as-a-Service**

On premise, as-a-Service, or hybrid deployments give you unparalleled flexibility to customize the perfect solution for your needs with the ability to change your solution as your situation changes. In addition, Sterling Commerce offers an array of implementation services designed to help customers at every step—from successful implementation through ongoing optimization. Sterling Commerce can be the overall lead, or support and collaborate with a customer or partner lead to minimize risk and ensure a successful implementation.

Superior customer support is available whenever, and wherever needed. For mission-critical, production-down situations, support is provided 24/7. Sterling Commerce can provide technical answers, advice, and assistance on all aspects of solutions, products, and services. Customer support is provided on a product- and geography-specific basis. Online support is available through the Sterling Commerce Customer Center, which offers access to on demand support, updates, downloads, documentation, demonstrations, webcasts, user forums, and much more. Toll-free phone support is also provided, and on-site support can be arranged.

Education/training consists of a comprehensive set of offerings including instructor-led classroom sessions, live and recorded webcasts, and self-paced, online tutorials. In-person offerings are available in many locations around the world, and in many instances, in-person education/training can be delivered to a specific location. Internet-based options are also offered. Sterling Commerce is increasing the amount of training that can be completed remotely, including Sterling Learning LIVE™ virtual classes for several of the most popular courses. Whether your needs are training on a specific Sterling Commerce product or an update on a particular topic, you can count on Sterling Commerce for high-quality education.

## Extend

*Extension choices provide you with new access, connection, channel and integration patterns to better interact with the internal and external constituents in your Business Collaboration Network.*

### **Make your console mobile**

Mobile applications optimize business responsiveness by delivering system and process information on mobile devices to handle critical operational requests, track and report status, and resolve issues.

Only Sterling Commerce offers you the right choices in how you define, deploy and extend your Business Integration Suite that allow you to rapidly respond to the complexity, volatility and resource constraints that prevent you from optimizing and transforming your Business Collaboration Network.

# Sterling Commerce:

## The right choice for a business integration partner

### With the Sterling Business Integration Suite, businesses can:

- Connect people, systems, and technology to enable flexible business process integration that spans the organization's internal and external boundaries
- Take advantage of a robust integration network for productive communication and collaboration with customers, partners, and suppliers
- Integrate processes and systems internally and with business partners, and provide secure and managed connections for transferring sensitive data and files between entities

The Sterling Business Integration Suite is a comprehensive solution that overcomes the limitations of traditional integration offerings. The capabilities delivered by the Suite help companies:

- Support complex integration across the value chain
- Lower maintenance and operating costs due to fewer tools
- Provide better visibility into end-to-end business processes
- Maintain staff competency on a single tool set

The Sterling Business Integration Suite optimizes and transforms a company's Business Collaboration Network of internal stakeholders and external partners, accelerating revenues, lowering costs, and protecting the company's reputation.

## Solutions to meet integration challenges with any partner, any system, anywhere.

Sterling Commerce is recognized as a **leader in Gartner's Magic Quadrants\*** for B2B Gateway Providers, Managed File Transfer, and Integration Service Providers.

Over 18,000 worldwide customers, including **80% of the FORTUNE® 500**, use Sterling Commerce solutions. These customers are in a variety of industries including communications and media, distribution and logistics, financial services, government, manufacturing, and retail.

Sterling Commerce has the financial backing of its parent, **AT&T, the 10<sup>th</sup> largest corporation in the United States.**

\*The Magic Quadrant is copyrighted 2008 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

## **Agility**

*Sterling Business Integration Suite enables us to work efficiently in terms of market response to our customers. Supply chain is important to us; we integrate with SAP and the tool we use is Sterling Business Integration Suite. Without that, we would basically face a nightmare.*

*With Sterling Business Integration Suite, Orica's ability to respond to customers has moved from weeks to hours. We have gone from handling 200 documents a day to 15,000 documents a day, without growing our department from 2.5 people.*

Donald Defoe  
Applications Manager,  
Orica

## **Efficiency**

*I can't imagine how Ameriprise would have completed the migration and separation activity from its divestiture without the Sterling Business Integration Suite. It would not have been feasible with the time and resources available to us.*

*Immediately following the completion of our separation work, we began an effort to improve the costs for our standard integrations. Initially we were able to cut connection times in half. Since then we have become more efficient and have been able to drive another 10-20 percent out of our standard integration. This has become a great selling point for our IT organization for being cost effective and becoming a solution of choice for the business.*

Ian Silver  
Senior Technical Analyst,  
Ameriprise

## **Performance**

*The Sterling Business Integration Suite was the only platform that allowed SXC to leverage our data exchange managed file transfer system as an asset to the business.*

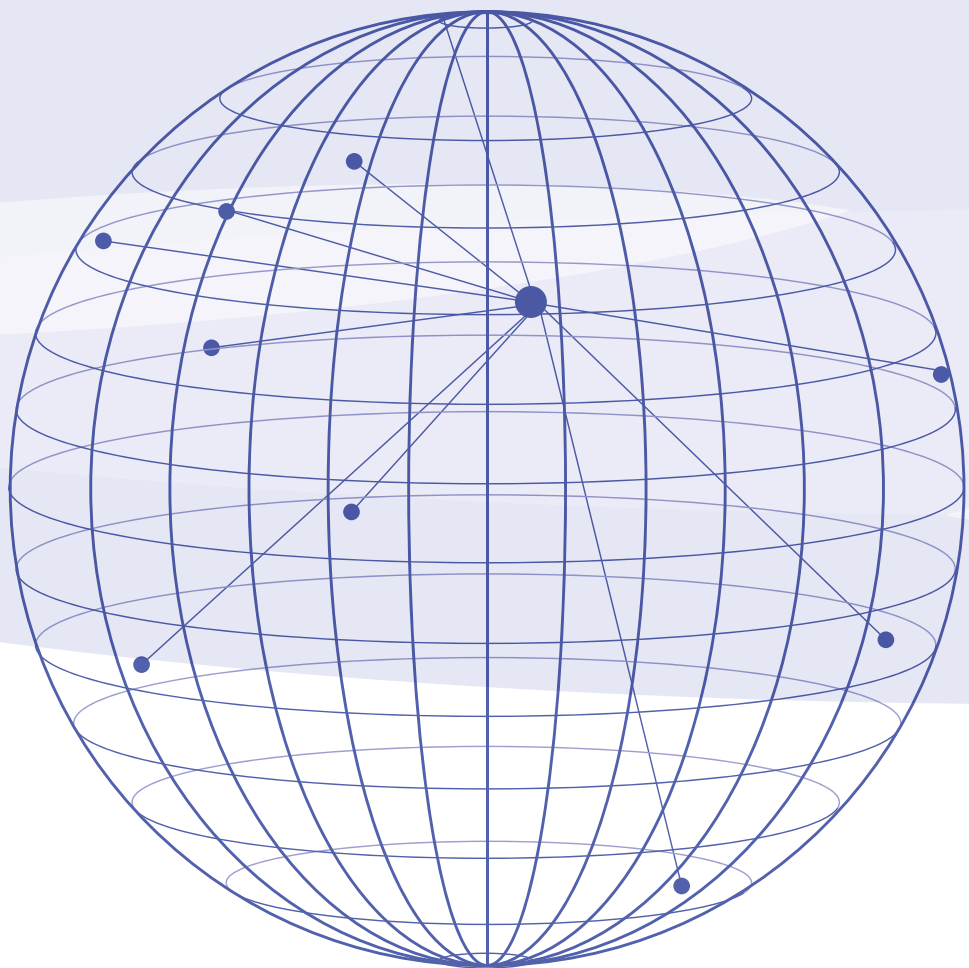
*Sterling Business Integration Suite has reduced the time to delivery for files between 80 and 95 percent. Sterling Business Integration Suite is one of the reasons SXC is able to stay competitive in the marketplace.*

*SXC was able to implement several hundred trading partners in a four week time period—which isn't a lot of time to connect that many trading partners. It was the capabilities of Sterling Business Integration Suite that made it possible.*

Scott Schrader  
Director, Information Systems,  
SXC Health Solutions

### **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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