

Sterling Collaboration Network enables Helen of Troy to do business three times faster with improved reliability



Helen of Troy

Location

El Paso, Texas

Industry

Manufacturing and Distribution

Revenue

\$652.5 million

Business challenge

Needed a reliable value-added network offering superior customer service that could support all customers regardless of size and location

Solution

- Sterling Business Integration Suite™
 - Sterling Collaboration Network™
 - Sterling Community Development ServicesSM
 - Sterling Managed AS2 GatewaySM

Benefits

- Improved customer satisfaction
- Enhanced order visibility
- Quicker trading partner onboarding

Helen of Troy Limited

Customer background

Helen of Troy, Limited, has established itself as a leader in the personal care products market through new product innovation, superior quality, and competitive pricing. Helen of Troy designs, produces, and markets name-brand personal care and comfort products, as well as household products. These range from hair dryers, mirrors, and foot massagers to barbecue and kitchen tools, and are sold primarily through drug store chains, warehouse clubs, mass merchandisers, and grocery stores. Brand names include Vidal Sassoon, Revlon, Infusium 23, Karina, OXO and Good Grips.

Business challenge

Helen of Troy business partners range in size from big box stores to small Mom-and-Pop shops, and are located in the United States, Canada, France, Germany, and the United Kingdom. Helen of Troy is responsible for the transfer of electronic documents for all business partners

throughout each division. In order to transfer these documents, they were using an Internet-based, value-added network (VAN) that proved unreliable: they discovered data was being lost. What's more, available support services were not competent, timely, or friendly.

Clearly, the company needed a more reliable and secure process to move their documents. Helen of Troy decided it was time to reevaluate VAN providers.

Solution

Helen of Troy has a long and trusted relationship with Sterling Commerce, having used our translation capabilities for years. After meeting with the Sterling Community Development Services team regarding the Texas company's needs and expectations, Helen of Troy decided to implement Sterling Collaboration Network, a hosted solution that offers more than the traditional VAN functionality. Sterling

“Along with Sterling Commerce’s superior product, we found a company with employees that care about our success.”

Cathy Stephens
EDI Manager,
Helen of Troy

Collaboration Network can handle multiple communication methods and data formats with ease, including EDI and non-EDI files. A secure and reliable tool, Sterling Collaboration Network allows Helen of Troy to exchange thousands of documents daily with more than 150 business partners, regardless of size, location, or communications preferences. Sterling Collaboration Network enables Helen of Troy to optimize and transform their Business Collaboration Network. The company can now connect, communicate and collaborate more efficiently with its customers, partners and suppliers.

Successful migration

Cathy Stephens, EDI Manager with Helen of Troy, worried about how difficult it would be for their team to manage the migration from their Internet-based VAN to Sterling Information Broker®. She was

also concerned due to the large size of the Sterling Commerce business, and worried that Helen of Troy would be “lost in the shuffle.” Stephens was “amazed,” then, that the implementation process proved virtually effortless for her company. The only work that had to be done on Helen of Troy’s end was to update their customer contact list. Helen of Troy used Sterling Community Development Services to successfully migrate their business partner community. Through a combination of innovative tools and processes with dedicated resources, Sterling Commerce enabled them to build, manage, and expand their B2B community. We applied best practices to protect Helen of Troy’s business relationships, making it easier for their partners to join Helen of Troy’s trading community. Throughout the two-week migration, Sterling Commerce never presumed a go-live date without ensuring the migration would go smoothly. The transition to Sterling Information Broker occurred without any interruption to Helen of Troy partners. Stephens also discovered that Sterling Commerce treats Helen of Troy as if her company was its only customer, providing superior customer service and support. “We feel like Sterling Commerce cares about our success,” said Stephens.

Key benefits

The benefits Helen of Troy has gained from using the Sterling Collaboration Network include:

Improved customer satisfaction

With over 99.9% uptime, Sterling Collaboration Network provides Helen of Troy with the reliability it needs to provide its customers with excellent service. Sterling Collaboration Network enables Helen of Troy to automate and track numerous business processes, making sure data is not lost during transfers to and from their partners. Sterling Collaboration Network assists Helen of Troy with purchase orders, advanced shipping notices, warehouse documents, and delivery status updates.

Enhanced order visibility

With the help of Sterling Collaboration Network, Helen of Troy can now view business documents via the Web. This Sterling Commerce capability has given Helen of Troy the visibility necessary to better service their customers’ needs, and ensure orders are processed in a timely manner.

Quicker trading partner onboarding

Helen of Troy can onboard and confirm the status of new partners in less than 24 hours: three times faster than ever before.

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.

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