Any Offer. Any Channel. Any Supply.

IBM Sterling Selling and Fulfillment Suite

Any Offer. Any Channel. Any Supply.

Promote and sell ANY mix of products and services

Manage demand across ANY channel

Track and control ANY supply

Market-leading, mobile enabled, collaborative applications…

The line between selling and fulfillment is disappearing. Customers want to know where, when, and how you plan to deliver before they commit to buy. Build-to-order and configure-to-order have become the norm. And everyone from the online consumer to the multi-national distributor expects synchronized product and service scheduling.

Even as they converge, selling and fulfillment processes grow more complex—with multiple customer touch points, complex products and pricing, multiple market segments, direct and indirect sales channels, and global suppliers. The exchange of accurate, real-time information with prospects, customers and partners is essential, yet it is increasingly more difficult to orchestrate.

The cost of all this complexity plays out in fewer perfect orders, inaccurate forecasts, stockpiled inventory, and lost sales.

These are the kinds of problems ERP systems cannot solve. And so you must either commit to expensive development cycles or look elsewhere.

With Sterling Commerce, "elsewhere" has never looked better. We offer a suite of modular, market-leading, mobile enabled, collaborative applications for integrated selling and fulfillment that can expedite any offer across any channel from any source of supply.

These collaborative applications remove the barriers to successful customer and supplier interactions to manage the entire inquiry-to-cash cycle. They provide a single end-to-end view of marketing and merchandising, selling, orders, inventory, delivery and supply—plus returns, repairs, and settlement back across the supply chain.

The benefit comes down to this:

With unlimited visibility and control across your sales and fulfillment operations, you can create a superior buying experience for your customers and partners—and shield them from the complexities of your organization, channels, and supply chain.

At the same time, you'll be in a position to respond faster to their requirements—and to offer innovative products and services at a competitive price point.

We can get you there.

Our solutions are proven in the world's most demanding retail, distribution, logistics, and manufacturing operations. Everything we do integrates easily into your existing ERP systems. And it's not unusual to see an implementation in 120 days or less.
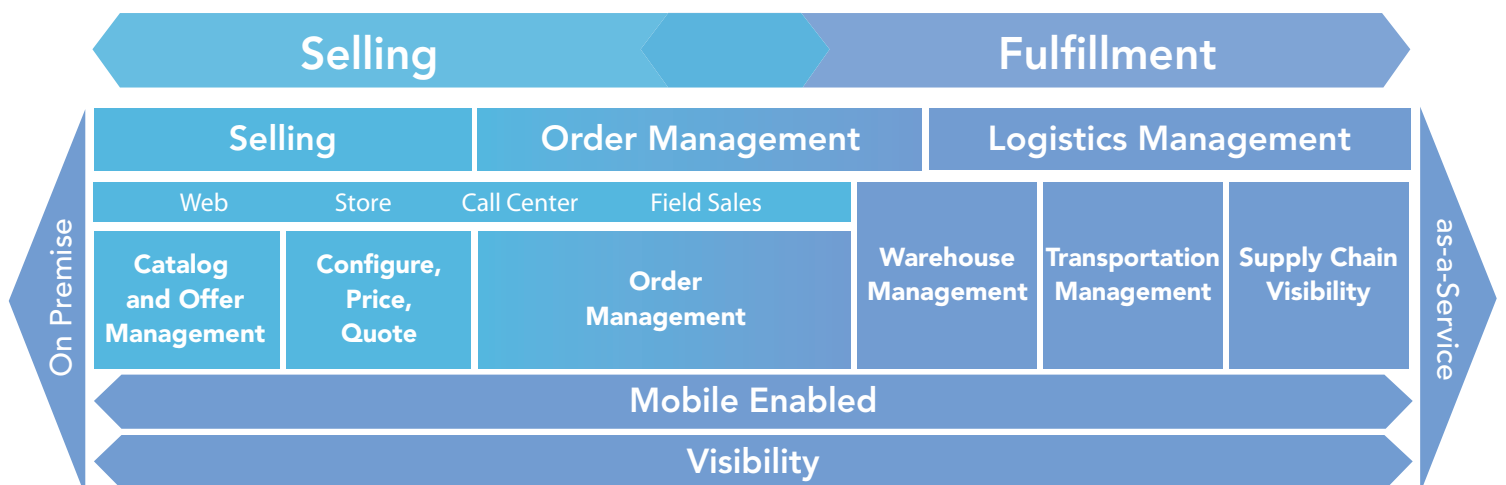
Optimize your investment

Sterling Commerce collaborative applications offer choice in how you deploy your solution. Customers can license and deploy behind their firewall or outsource and subscribe to our as-a-Service offerings based on their business and operational requirements.

…for expediting multi-channel operations.

The IBM® Sterling Selling and Fulfillment Suite spans application and enterprise boundaries to provide a central view of fragmented sales, fulfillment, and logistics processes. With it, you can manage all steps of the order life cycle—from inquiry to cash—as a single, unified process. This leads to:

- **Growth** – Revenues go up when you expand your business-to-business (B2B), business-to-consumer (B2C), and business-to-business-to-consumer (B2B2C) sales channels and, at the same time, create a superior customer experience.

- **Profitability** – Fulfillment costs go down when you efficiently orchestrate the sourcing and delivery of goods and services across multiple systems and partners.

- **Responsiveness** – Customer service improves when you have real-time visibility across complex, multi-channel operations, and when your business processes have the flexibility to meet changing demand.

Sterling Selling and Fulfillment Suite

Selling		Fulfillment	
Selling	**Order Management**	**Logistics Management**	

On Premise	Web	Store	Call Center	Field Sales				as-a-Service
	Catalog and Offer Management	**Configure, Price, Quote**	**Order Management**		**Warehouse Management**	**Transportation Management**	**Supply Chain Visibility**	

Mobile Enabled

Visibility

Any Offer. Any Channel. Any Supply. **Sterling Selling and Fulfillment Suite**

Streamline complex selling processes…

…by making it easy to find, configure, and order products and services through every available channel—Web, call center, store, and field sales.

IBM® Sterling Multi-Channel Selling benefits your company and any way you sell—direct to customers, through Web storefronts and internal sales teams, and indirectly, through any channel partner, distributor and OEM. Centralized pricing and automated quoting and ordering capabilities mean that you, and your partners, can close more business through faster, more accurate responses to customer inquiries.

Sterling Multi-Channel Selling also lowers your cost of sales by accelerating processes, preventing process errors, and ensuring correct, timely distribution of orders and information across multiple channels. Solutions include Sterling Catalog and Offer Management; Sterling Configure, Price, Quote; and Sterling Order Management.

Catalog and Offer Management
Gain control over catalogs, offers, promotions, and retention programs

IBM® Sterling Catalog and Offer Management improves business responsiveness by allowing you to easily build and manage product and service catalogs. It also helps you target offers, promotions, and retention programs through any available channel to meet and adjust to changing customer and market demands. It aggregates products from multiple vendors into a single catalog, and provides you with full control over product pricing and catalog updates. It also includes parts assembly capabilities to manage all aspects of ordering product parts. Sterling Catalog and Offer Management lets business users easily and quickly create and administer complex offers. All available through the various ways you reach your users—Web, call center, store, and field sales.

You can improve business responsiveness by providing customers and partners with personalized merchandising, marketing, and retention programs. Sterling Catalog and Offer Management allows you to leverage behavior and profile information from any channel, to proactively target the most compelling offers to your prospects, customers, and partners. Marketing capabilities combine demographic data with real-time interaction and past purchase history to create true, real-time customer and partner segmentation.
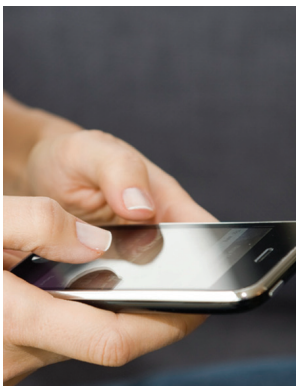
Configure, Price, Quote
Allow configuration of complex products, manage pricing scenarios, and automate the quoting process

IBM® Sterling Configure, Price, Quote guides prospects, customers, partners, and internal users through the process of finding and configuring complex products and services in a Web-based, self-service environment. It also provides a seamless mechanism to create, negotiate, and approve quotes for prospects and turn them into orders. All available through any way you reach your users—Web, call center, store, and field sales. Sterling Configure, Price, Quote also helps sales organizations manage leads, customer profiles and contracts, rapidly set and enforce complex pricing strategies, and prepare accurate, professional quotes.

Order Management
Order from anywhere, fulfill from anywhere

IBM® Sterling Order Management is a flexible, turn-key, collaborative application that aggregates orders from multiple channels to create a single view of demand, inventory, and supply across complex global networks. It allows you to capture, distribute, and integrate orders from multiple sources and sales channels for processing and fulfillment across the extended enterprise. Again, this is available through any way you reach your users—Web, call center, store, and field sales.

Sterling Configure, Price, Quote

Configurator	Customize complex products and services.
Pricing	Manage and update pricing for any market segment.
Quotes	Provide quoting generation capabilities and allow negotiation and conversion of quotes into orders.
Catalog	Deliver catalog information across any demand chain and manage all aspects of selling product parts.
Business intelligence	Enhance decision-making with embedded analytics provided throughout the process.

Sterling Catalog and Offer Management

Catalog	Deliver catalog information across any demand chain and manage all aspects of selling product parts.
Marketing	Deliver targeted messages online and personalize e-mail messages.
Pricing	Manage and update pricing for all market segments.
Configurator	Customize complex products and services.
Business intelligence	Enhance decision-making with embedded analytics provided throughout the process.

Sterling Order Management

Mobile solutions	Improve productivity by extending access to mobile devices for both system management and for enhancing the customer buying experience.
Order sourcing	Fulfill each line on an order from the right location, at the best price.
Global inventory visibility	Consolidate inventory information from any system, to provide a single view of all supply and demand.
Partner coordination	Seamlessly add third-party services and outsource fulfillment processes.
Delivery and service scheduling	Orchestrate services such as installation with the delivery of goods.
Order brokering	Split orders based on parameters such as geography and landed costs to fulfill from the optimal location.
Returns management	Make the return, repair and exchange cycle quick, seamless, and cost-efficient.
Call center management	Give call center representatives visibility into order and service fulfillment across channels. Provide scripting and wizard-driven assistance for common tasks.

Mobile enabled

as-a-Service

Optimize the fulfillment process…

…with complete visibility of orders, shipments and inventory across the supply chain.

IBM® Sterling Multi-Channel Fulfillment creates a single view of demand, inventory, and supply across complex, global supply chain networks. This single view, together with flexible process management, gives you control over the entire fulfillment lifecycle—from order management, to warehouse operations, to transportation and delivery, to supply management, to returns and settlement. The result is an increase in perfect order performance as you reduce operational costs.

Sterling Multi-Channel Fulfillment can help you attract and maintain customers by helping you deliver innovative services. Configure-to-order or build-to-order offerings are no longer cost-prohibitive because you can quickly model processes to support them. And services such as kitting, testing, and installation are easy to schedule and coordinate. Solutions include Sterling Order Management, Sterling Warehouse Management System, Sterling Transportation Management System, and Sterling Supply Chain Visibility.

Order Management
Increase fill rates, lower buffer inventory, reduce manual processes, and respond faster to exceptions
Sterling Order Management efficiently orchestrates the delivery of goods and services across any system and partner. It combines multi-channel order aggregation with global inventory visibility, intelligent sourcing, and delivery and service scheduling for consistently complete orders and improved customer loyalty.

Warehouse Management
Manage labor, inventory, and processes across multiple facilities
IBM® Sterling Warehouse Management System gives you visibility and control over inventory, labor, and warehouse processes across your network of storage facilities—including distribution centers, plant warehouses, stockrooms, flow-through centers, and returns locations. Operate from a real-time view of all warehouse activity—with accurate, up-to-date order and inventory information—and respond faster to customer demand by giving selected partners visibility into your inventory.

Transportation Management
Improve efficiency in daily transportation operations
IBM® Sterling Transportation Management System improves customer service and reduces transportation costs by providing shippers with efficient planning and execution of inbound and outbound transportation processes. Our on demand model provides immediate connectivity to a collaborative logistics network with access to over 8,500 carriers and 29,000 suppliers. Eliminate manual processes and improve visibility to customers, carriers, and suppliers to realize the benefits of optimized asset utilization, improve route planning and increase on time pickup and on time delivery. Complete the process by automating invoice processing and payment approvals to ensure accuracy, shorter payment cycles, and lower administrative costs.

Supply Chain Visibility
Monitor supply chain activity and respond to events in real time
The key to avoiding costly supply chain delays is better visibility into customer deliveries, supplier operations and the ability to act on that information quickly. IBM® Sterling Supply Chain Visibility displays supply chain information in a usable, understandable, and actionable format so you can lower inventory, reduce stock-outs and improve on time delivery through a better view of inventory, purchase orders, sales orders, and shipments across your supply chain network.
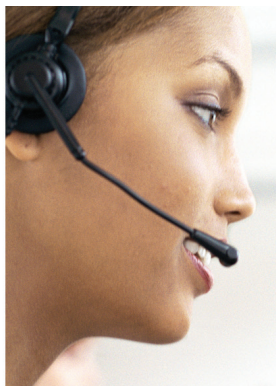
Sterling Order Management

Mobile solutions	Improve productivity by extending access to mobile devices for both system management and enhancing the customer buying experience.
Order sourcing	Fulfill each item on an order from the right location, at the best price.
Centralized inventory	Consolidate inventory information from multiple systems, providing a single view of all supply and demand.
Customized fulfillment	Deliver what your customers want, based on your unique fulfillment model.
Partner coordination	Seamlessly add third-party services and outsource fulfillment processes.
Delivery and service scheduling	Orchestrate services such as installation with the delivery of goods.
Order brokering	Split orders based on parameters such as geography and landed costs to fulfill from the optimal location.
Returns management	Make the return, repair, and exchange cycle quick, seamless, and cost-efficient.
Call center management	Give call center representatives visibility into order and service fulfillment across channels. Provide scripting and wizard-driven assistance for common tasks.

Sterling Warehouse Management System

Logistics management	Manage complex plans for the fulfillment and movement of goods.
Visibility	Reduce inventory costs by gaining accurate, real-time visibility of inventory across a network of facilities.
Outbound scheduling	Coordinate outbound operations, including shipment grouping and wave planning.
Reverse logistics	Manage exchanges, returns, and repairs with rules-based processing.
Value-added services	Improve responsiveness to customer specific value-added service requests.
Yard and dock-door scheduling	Improve productivity by coordinating yard activities with scheduling of pickup and delivery appointments with carriers and customers.

Sterling Transportation Management System*

Mobile solutions	Improve carrier responsiveness to tenders and shipment status updates by extending access to mobile devices.
On demand delivery	Gain strategic transportation management capabilities without the IT overhead.
Collaborative logistics network	Improve on time delivery by acquiring capacity quicker, through an extended network of 8500+ carriers.
Planning	Reduce transportation costs by optimizing shipment planning, load consolidation, and mode selection.
Execution	Improve efficiency by automating tendering, tracking and dock-door scheduling for all inbound and outbound shipments.
Freight payment and audit	Improve accuracy, streamline invoice processing, and accelerate payment approval.
Business intelligence	Measure carrier performance, track costs, and improve operations.
Yard and dock-door scheduling	Improve productivity by coordinating yard activities with scheduling of pickup and delivery appointments with carriers and customers.

* Sterling Transportation Management System is currently available in North America only.

Sterling Supply Chain Visibility

Comprehensive dashboard	Gain a personalized and consolidated view of inventory, purchase orders, sales orders, and shipments in real time.
Event management	Monitor and manage supply chain processes proactively while improving the balance of supply and demand.
Supplier performance	Achieve a clear and comprehensive understanding of your supply chain performance over time.

Mobile enabled   **as-a-Service**

Any Offer. Any Channel. Any Supply. **Sterling Selling and Fulfillment Suite**

Benefit from the increased productivity…

Selling and fulfillment applications today must be easy to deploy, responsive to change, and widely scalable and interoperable in a heterogeneous environment. To achieve these ends, they must be process-centric and based on service-oriented architecture (SOA). All Sterling Selling and Fulfillment Suite collaborative applications are supported by a leading-edge SOA platform.

But SOA is just an approach to solving a problem. It's how you execute that matters.

Sterling Selling and Fulfillment Suite applications were built by experts in multi-channel selling, order management, warehousing, inventory management, and transportation. So many of the best practices you demand are already there. And because all applications include management-friendly business process modeling, you can customize any process to your exact requirements. The benefits to an integrated suite of supply chain solutions are obvious.

With Sterling Selling and Fulfillment Suite, you can orchestrate processes across any community, track inventory and events across any boundary, and respond to market conditions in time to stay competitive in any environment.

…and discover a great new partner in the process.

With Sterling Commerce, you get the whole package—great products, great service, and people who care about your success as much as you do. Because, in the end, our business is about making yours grow and become more profitable. That starts with keeping your TCO low. Our solutions are modular (so you never buy more than you need) and compatible with core ERP and CRM systems.
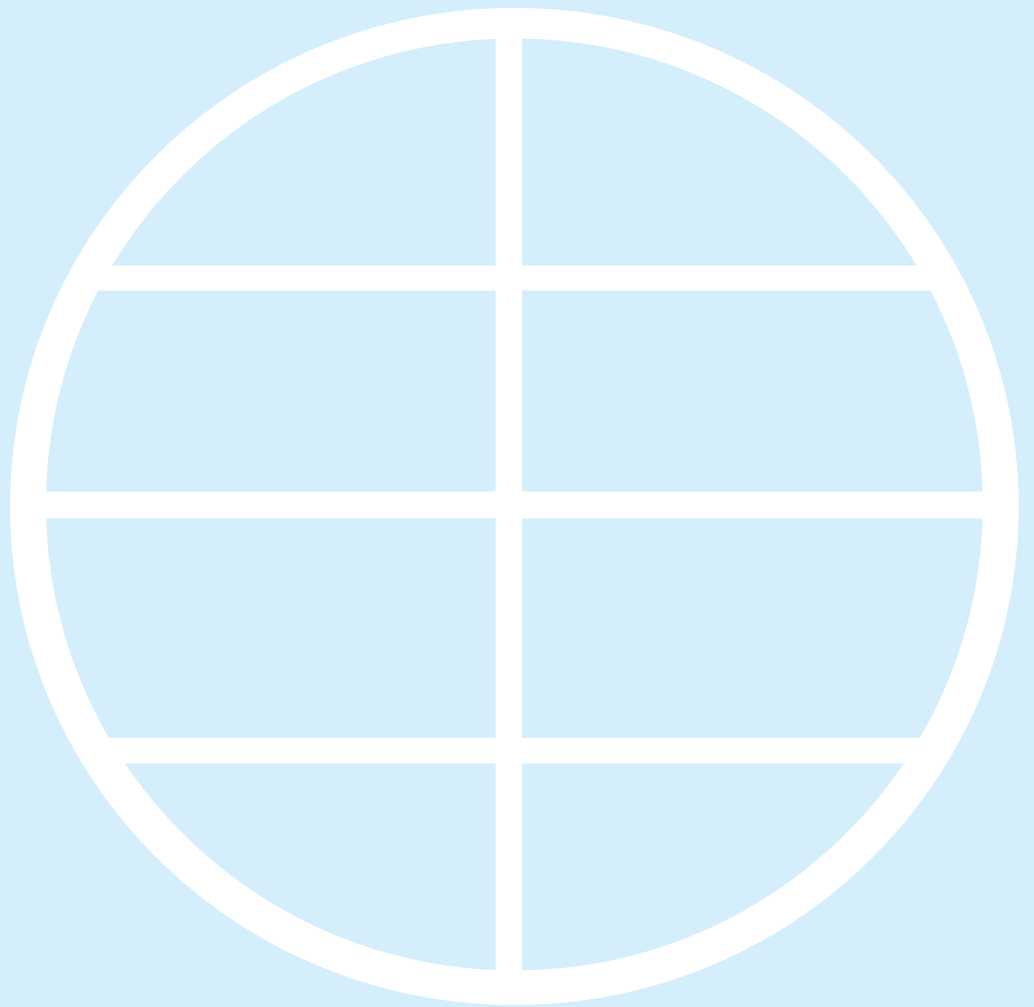
Sterling Commerce collaborative applications are available in a variety of deployment and operational models to meet your business needs, and can be delivered on premise or as-a-Service. As-a-Service offers the additional option of consuming the solution in a hosted, managed service or an on demand subscription model. With Sterling Commerce solutions, you have more choice and the best opportunity for optimization of your investment, with assured delivery of the right mix of scalability, reliability, availability and security to support your business objectives.

Give us a call and find out how our collaborative applications can help you expedite any offer across any channel from any source of supply and say "yes" and "no problem" more often—and make money doing it.

About Sterling Commerce

Sterling Commerce, an IBM® Company, helps organizations

worldwide increase business agility in their dynamic business

network through innovative solutions for selling and fulfillment

and for seamless and secure integration with customers,

partners and suppliers. More information can be found at

www.sterlingcommerce.com.

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