



PROFILES IN LEADERSHIP

ACHIEVING THE PERFECT ORDER AND SEAMLESS CROSS-CHANNEL EXECUTION

Sterling Commerce, an AT&T Company, is a leading provider of innovative software and services that power commerce for over 30,000 customers globally, including over 80 percent of the FORTUNE 500. Sterling Commerce customers thrive in a global economy by connecting their business communities, processes and technologies to achieve higher levels of performance.

With Sterling Commerce integration solutions and the Sterling Selling and Fulfillment Suite, companies can grow their business by quickly on-boarding new customers, partners and suppliers, simplifying cross-channel sales, reducing cycle times and stripping costs from extended supply chains. Only Sterling Commerce can bring together the power of community, internal and external integration, and cross-channel applications necessary to effectively address the visibility and management gaps in today's complex retail and manufacturing supply chains.

Sterling Commerce Integration Solutions

Sterling Commerce integration solutions rapidly and securely move business-critical information within an enterprise or between an enterprise and its business partners to improve internal operations and collaboration with partners, distributors, and customers. The solutions include:

- Gentran Integration Suite, which provides the framework in which disparate systems can converse easily;
- Sterling Collaboration Network, which provides a spectrum of on-demand services that streamline interaction for global, multi-channel systems, including electronic data interchange (EDI) translation, fax conversion, Web forms, and document management for Customs; and
- Connect:Enterprise, a managed file transfer solution that ensures large files are sent securely and efficiently to partners all over the world. End-to-end visibility and central management ensure that files are delivered to only the right people.

Sterling Selling and Fulfillment Suite

The Sterling Selling and Fulfillment Suite manages the entire inquiry-to-cash cycle in one unifying solution. These applications work to extend and complement the investments a company has made in its core systems, and include:

- Sterling Catalog and Offer Management for gaining full control over product pricing and catalog updates and the ability to easily and quickly create and administer complex offers.
- Sterling Configure, Price, Quote for guiding users through the process of finding, configuring, and ordering complex products and services in a Web-based, self-service environment.
- Sterling Order Management for driving improved global order and service fulfillment.
- Sterling Supply Chain Visibility for summarizing inbound supply information in a usable, understandable, and actionable format.
- Sterling Transportation Management System for creating and managing effective inbound and outbound transportation processes.
- Sterling Warehouse Management System for optimizing inventory and labor.



Thriving in a Global Economy: Achieving Seamless Cross-Channel Execution and the Perfect Order

The Internet is the most robust order channel in commerce history, as it enables customers anywhere to order from any Web-enabled company. It also has shrunk order-fulfillment times and led to the decentralization of business units. To thrive in a global economy, retailers and manufacturers need to innovate by leveraging solutions like those provided by Sterling Commerce to achieve seamless cross-channel execution and the perfect order.

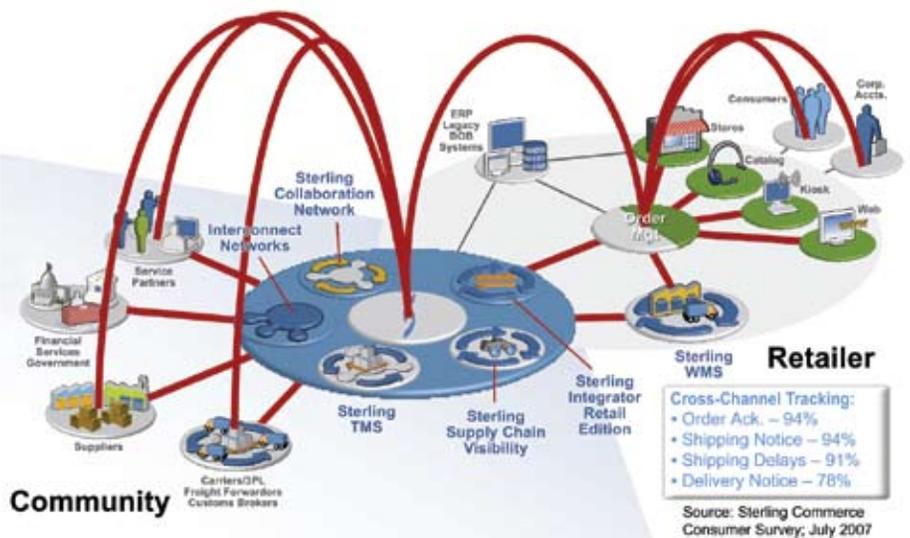
Out-of-stock continues to be a great pain point for most retailers and a common reason why retailers are striving for seamless cross-channel execution. But, it is not just that

order fulfillment is more complex. It is also that this complexity is a moving target, constantly changing. Processes shift, adapt, evolve, die, reincarnate.

In spite of retailers best efforts, 67 percent of all retailers surveyed are trying to live up to customer's expectations of a seamless purchasing and delivery process across multiple channels. Only Sterling Commerce retail solutions deliver seamless cross-channel execution by:

- Allowing retailers to provide a differentiated cross-channel customer experience by enabling consumers to buy, track, pick-up, and return anywhere.
- Delivering the only end-to-end fully integrated order capture/management solution.
- Offering a best-of-breed supply chain execution suite that enhances visibility, optimizes execution, accelerates exception recovery, and dramatically improves the management of inventory, transportation, and distribution assets.
- Leveraging the company's service-oriented architecture (SOA) and unparalleled experience in data integration and network management to streamline implementations, drive speed-to-benefit and enhance adaptability for future change.

Traditionally, companies consider an order "perfect" from the customer's perspective – when it is delivered on time, in full and with no defects. But today, companies must consider several other perspectives when classifying their orders. An on-time delivery may have involved costly troubleshooting, poorly negotiated



shipping rates and an inefficient supply chain.

From a financial perspective, an order is only perfect if it is profitable in total as well as for individual line items, and if it makes efficient use of assets such as inventory, receivables, physical space and equipment.

Companies must also ensure that their operations are compliant with government and trade regulations. Thus, if an order meets the traditional criteria but falls short when the processes supporting it are out of compliance, it cannot be considered perfect.

Only Sterling Commerce delivers all the solutions your company needs to perfect orders from the customer, financial and regulatory perspectives by:

- Providing end-to-end visibility for both the procure-to-pay and order-to-cash processes that enables manufacturers to respond to real-time information about potential disruptions.
- Making it easy for manufacturers to support multi-tiered selling arrangements, whether direct to a consumer, or sales via multiple levels of distributors, VARs or retailers.
- Offering distributed order

management and fulfillment solutions that enable manufacturers to handle complex, multi-source fulfillment options, including those with offshore, contract manufacturers and third-party service providers

- Having a robust SOA integration framework that is fundamental to delivering the perfect order by making it possible to create reliable, low-latency interactions with multiple trading partner communities and underlying systems that support them.

Today, fulfilling an order and achieving customer satisfaction involves multiple channels, multiple tiers of partners, and technologies in a global environment. The companies in these industries who are achieving seamless cross-channel execution and the highest perfect order performance are those that have established the highest percentage and highest intensity of electronic connections with these trading partners. Once those connections are made, they're extending their ERP systems with solutions that solve their complex selling and fulfillment problems between an enterprise and its customers and suppliers.

JIM BENGIER RETAIL GLOBAL INDUSTRY EXECUTIVE, STERLING COMMERCE

Jim Bengier, retail global industry executive, Sterling Commerce (www.stercomm.com) has a vision to help retailers and the suppliers with whom they work to conquer the challenges of seamless cross channel execution. He has worked with companies like Tweeter and Best Buy, guiding them to implement in-store pick-up services and perfect order solutions that take away the wait time and shipping prices for customers, resulting in a seamless customer experience, increased sales and margins, and a differentiated brand.