

Sterling Commerce helps reduce the total cost of ownership for business-to-business collaboration

IBM Sterling B2B Integration Services

Executive Summary

Organizations looking to drive growth and greater efficiency in today's competitive market turn to B2B collaboration platforms for visibility and control over the processes they share with their business partners. Building on the B2B integration and process visibility capabilities of IBM® Sterling B2B Collaboration Network, our B2B managed services reduce the burden on internal resources, minimize your costs, and accelerate your ability to achieve B2B collaboration through the addition of business process management and community management.

In this Solution Overview, you will learn:

- How to achieve competitive advantages through B2B collaboration
- How Sterling B2B Integration Services allows improved allocation of internal resources
- What drives increased profitability

Benefits of this solution:

- Increased business agility and control
- Flexible delivery options
- World-class support
- Proven security
- Data integrity

What is IBM Sterling B2B Integration Services?

IBM® Sterling B2B Integration Services combine the market leading capabilities of the Sterling Commerce B2B Integration software products, value-added network and related trading community development and business process visibility services, with business process management and community management services to create B2B and EDI managed services solutions.

B2B Collaboration creates real business value

Companies seeking to drive growth and greater efficiency are increasingly adopting B2B collaboration strategies. These strategies have the goal of reducing cost and increasing profitability through real-time, end-to-end visibility and control over the business processes they share with customers, suppliers, banks, and other outside partners.

"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

Aberdeen Group research has identified that electronic connectivity with suppliers and customers creates compelling results, including:

- Administrative savings through lower transaction costs, fewer data areas, and fewer invoice discrepancies
- Improvements in key performance metrics such as reduced out-of-stock conditions at customer/retail locations, increased perfect-order percentages, reduced inventory holding costs and lower safety-stock requirements, faster order-to-cash cycle time, and increased customer satisfaction.¹

A scarcity of B2B experts means higher costs

Business decision makers who are responsible for developing B2B collaboration in their companies are struggling to do so at a time when, across industries, expertise in B2B collaboration processes and technologies is in short supply.

What's more, they are trying to achieve these unprecedented levels of B2B collaboration while supporting larger numbers of trading partners, more ponderous legacy systems and increasingly complex business processes. As a result, these critical collaboration projects are often simply postponed. Delays and complexity further drive up the total cost of ownership (TCO) for B2B collaboration.

Helping you achieve better B2B collaboration for less

For organizations looking to grow their B2B collaboration with inadequate resources or resources that would be better focused on differentiated core business processes, the business case for managed services is compelling.

Sterling Commerce achieves economies of scale within our integration as-a-Service environment by using efficient provisioning, business process management, support and reporting tools, as well as our own infrastructure, software, and network services. This

environment, operated by our own people, combines to provide a higher level of business benefit at a lower TCO than is typically available from an in-house managed solution. This "better-for-less" dynamic features detailed monthly reports, so you know exactly what the TCO of your B2B operations are.

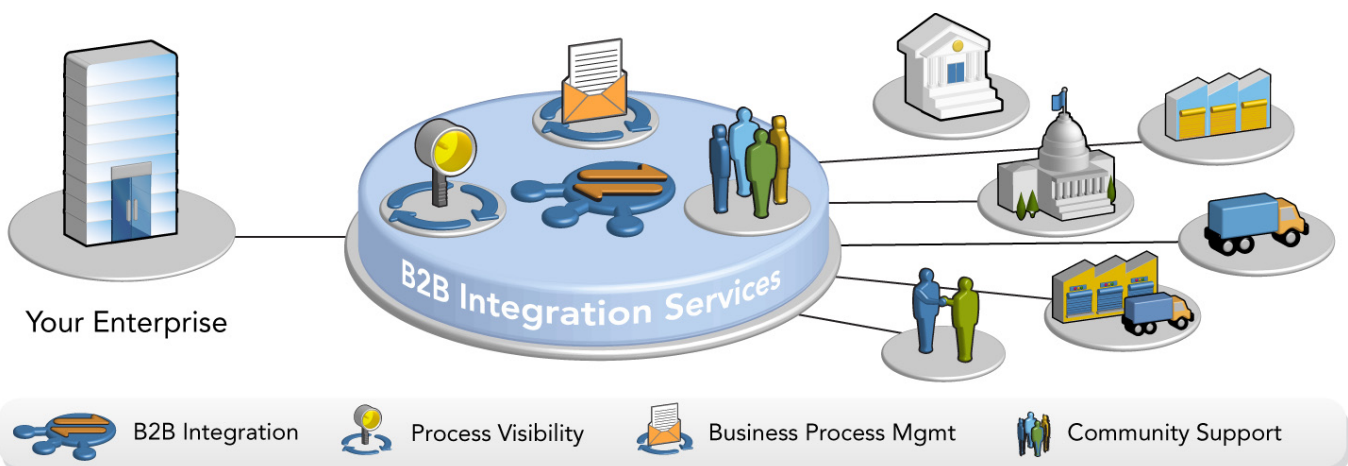
Designed to alleviate the burden on internal resources, Sterling B2B Integration Services can take responsibility for part or all of your B2B electronic commerce infrastructure and processes, enabling you to:

- Reduce the TCO of your B2B operations
- Use your internal resources where you need them most
- Increase profitability by reducing the cost and increasing the reliability of B2B operations
- Accelerate B2B collaboration with customers and suppliers to achieve competitive advantage

Your ROI enables you to use internal resources where most needed

Sterling Commerce provides the resources to manage your B2B integration technology so you can rapidly grow and adapt your B2B community through:

- Integrating business partner transactions with back-end applications by using our experts and SOA-based platform



- Offering flexible delivery options, where you can take as much or as little responsibility as you like, when you like, enabling you to transfer ownership as you wish
- Communicating securely with any partner around the world regardless of protocols or gateway
- Improving the agility and control of your supply chain with real-time business process intelligence

Increase profitability by reducing the cost and increasing the reliability of B2B operations

Sterling Commerce drives cost reduction and increased reliability through:

- Reducing order, price, and invoice errors by using our expertise to manage your document delivery process against an agreed SLA
- Providing the skilled consultants to optimize your e-commerce strategy
- Achieving cost efficiencies with our world class 24x7 support and "dial tone" reliable infrastructure

Accelerate B2B collaboration with customers and suppliers to achieve competitive advantage

Sterling Commerce accelerates B2B collaboration through:

- Ensuring supplier compliance by using our experts to monitor and manage your community
- Meeting your business commitments with a SLA that guarantees documents are delivered on time
- Enabling you to take new products and services to market faster with our B2B expertise

A strong partnership sends a strong message to your customers

Teaming with Sterling Commerce sends a strong message to your customers that they can rely on the integrity of data you send them and that you're capable of keeping pace with changes and upgrades over time. With Sterling Commerce expertise on your side, you can earn customer loyalty as you profit internally through more agility, more control, and more visibility into shared business processes.

Solutions to meet your business needs

IBM® Sterling B2B Integration Services Basic

We'll transition you and your trading partners into the integration as-a-Service platform. We provide ongoing management of the B2B infrastructure which includes:

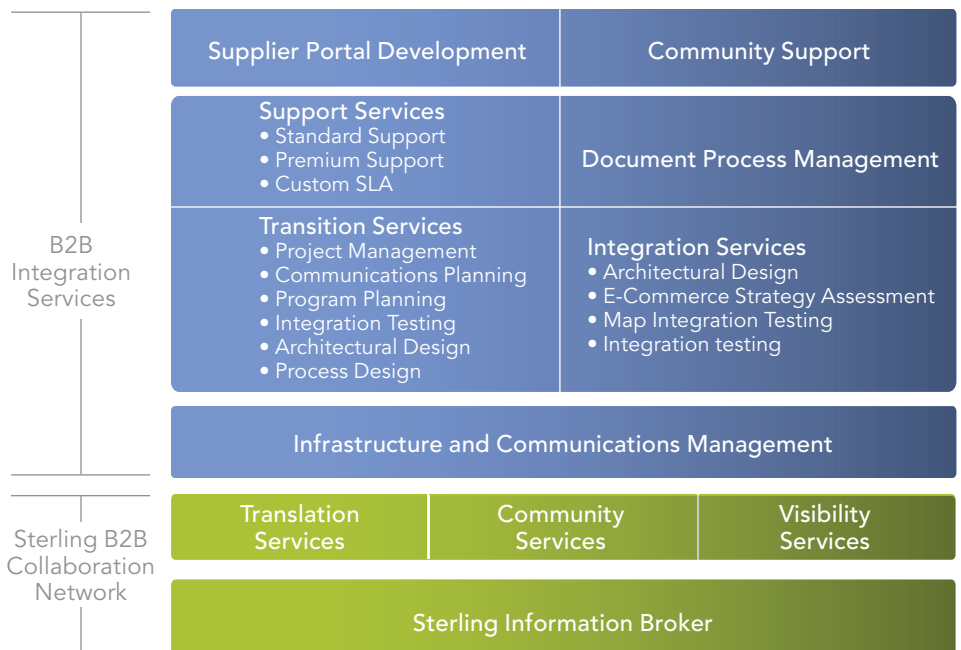
- Mapping services
- Translation
- Community services
- Visibility services
- Infrastructure and communication management
- Support with a service level agreement that guarantees a document delivery time

IBM® Sterling B2B Integration Services Plus

Provides everything in Sterling B2B Integration Services Basic plus:

- Document process management— Sterling Commerce takes responsibility for ensuring documents are sent and received against an SLA by working with your staff to resolve document process issues.
- Premium support
- Integration services
- Additional transition services
- Optional services include:
 - Customized SLAs
 - Supplier portal development
 - Level 1 support for your trading community

Sterling B2B Integration Services



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.

Sterling Commerce
An IBM Company

For all Sterling Commerce offices worldwide,
visit www.sterlingcommerce.com

©2007 – 2011, Sterling Commerce, Inc.
All rights reserved. Sterling Commerce and the Sterling Commerce logo
are trademarks of Sterling Commerce, Inc. or its affiliated companies.
All products referenced are the service marks, trademarks, or registered
marks of their respective owners. Printed in U.S.A.
SC0464 01/11