

Customize complex products and services

IBM Sterling Configurator

Benefits

- Enable prospects, customers, partners, and sales agents to rapidly and easily find, configure, and purchase the right product and services
- Reduce time-to-market for new product introduction and changes by enabling product managers to easily manage the entire modeling process for configurable products and services
- Lower costs by eliminating order errors through enforcement of product configuration rules
- Increase customer and partner satisfaction through increased quote accuracy and reduced time-to-quote
- Simplify the configuration process by offering different interfaces based on user types

Related Offerings

- IBM® Sterling Configure, Price, Quote
- IBM® Sterling Pricing
- IBM® Sterling Quotes
- IBM® Sterling Service Contracts

Consistent, customer-driven results

IBM® Sterling Configurator can equip any company with the ability to easily guide various types of end-users through the process of finding, configuring and selecting complex products and services, taking into account the end-user's product knowledge, and their needs. Sterling Configurator supports your call center representatives, partners, and sales to quickly create correct and compelling quotes. The result is accurate and consistent product solutions for your customers and partners each and every time they buy from you. You can sell the most complex products and services and ensure they get the right solution that will satisfy their requirements every time.

"We are committed to providing our customers, partners, and associates with a value-added guided selling experience by enabling them to quickly research and configure those solutions that meet their requirements. Sterling Commerce provides the software and services that support our e-business objectives, and in a manner that should deliver significant return on our investment."

Judy Murrah
Vice President, Sales Systems and Global Business
Development, Symbol Technologies

Easy Administration

Sterling Configurator simplifies the management of the entire configuration modeling process, and lowers the total cost of ownership. The intuitive model

administration allows business users to easily maintain product relationships and establish configuration rules. Model and rule imports allow you to combine back-end product data, with sales-specific product knowledge and business rules to effectively sell products and services across all available touchpoints—Web, call center, store, and offline for field sales.

Specific advantages for specific situations

Sterling Configurator helps customers:

- Avoid any order errors, such as incomplete configurations, inaccurate or constraint options selected for products
- Order of multiple products and services that comprise a complex solution
- Explain relationships of multiple products and services in a solution
- Find the correct product based on need
- Generate a custom Bill of Material (BOM)
- Quote Special Order Sales, such as Engineer to Order, Assemble to Order
- Execute complex price and mathematical calculations
- Guide users through the product/service and option selection process while enforcing physical product constraints
- Ensure business selling and marketing product guidelines are followed
- Make context specific up-sell and cross-sell opportunities available
- Upgrade existing configurations of hardware and services

Capability	Description
Performance, scalability, and proven technology	<ul style="list-style-type: none"> • Smart Pooling™ – intelligent Model Caching, with patent-pending model-caching mechanism that eliminates costly database or file reads • Ease-of-Integration – real-time external data integration via custom Function Handler • Flexible Presentation layer – complete control of look and feel
Easy administration and modeling	<ul style="list-style-type: none"> • UI Modeling – ability to create the UI through the existing modeling environment; no HTML programming required • UI Parameters – extensive UI parameters make it simple to create custom look and feel changes • Model Organization – multiple modelers work together in an easy-to-use UI thin client modeling tool • Constraint Modeling – offers automated rule building from simple to complex modeling • Syntax check – supports modelers to get rules correct the first time
End user experience	<ul style="list-style-type: none"> • Thin client, intuitive UI – set of flexible components; suitable for all customer types from novice to expert • Customer/Channel-Specific Entitlements – seamlessly integrates product and option entitlement into the configuration session • Move/Add/Change Configuration – supports the upgrade processes inherent in installed hardware, services, and subscription-based configurations • Service Contracts – easily manage complex business offerings that contain product and services
Modes of operation	<ul style="list-style-type: none"> • Offline Mobile Configuration • Complete Solution – leverages other key assets, including but not limited to item master definitions, complex pricing, and product entitlement

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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