



---

## Overview

*In this Solution Overview, you will learn:*

- How to obtain cross-channel excellence by efficiently orchestrating the fulfillment of products and services across virtually all selling channels
- How to aggregate inventory information to provide a comprehensive view of virtually all supply and demand
- How to improve your ability to respond to customer demands

## Benefits

- Offers greater efficiency in managing orders across the extended enterprise
  - Lowers buffer stock across the supply chain
  - Offers faster and more efficient responsiveness to marketplace and customer changes
  - Offers greater efficiency in using partners to fulfill customer orders
- 

# IBM Sterling Order Management

*Manage orders and grow revenue across your extended enterprise*

## Executive summary

Amid increased competitive pressure and growing customer demand, fulfilling orders across an extended supply chain has become increasingly complex. IBM® Sterling Order Management can help you manage these complexities, allowing your organization to improve supply chain efficiencies and business responsiveness by cost-effectively orchestrating global product and service fulfillment across the extended enterprise.

## Sterling Order Management helps improve supply chain efficiencies and grow revenue

Sterling Order Management provides robust multi-channel order management functionality with the ability to intelligently broker orders across many disparate systems, provide a global view of inventory across the supply chain and help you make changes to business processes on the fly.

Through the use of an intelligent sourcing engine, a central order repository, and the aggregation of global inventory, Sterling Order Management can help you grow revenue and become world class by cost-effectively orchestrating global order and service fulfillment across the extended enterprise.

## Why is complex order management needed now more than ever?

Customers are demanding a unified shopping experience, creating a much more complex supply chain. Delivering innovative services such as buy online and pick up in-store, has forced companies to incorporate new processes that support cross-channel visibility and customer order fulfillment. Also, competitive pressures continue to force your organization to become more efficient in order fulfillment and services across your extended supply chain.



As orders are fulfilled across multiple internal entities as well as external partners, it becomes very difficult to efficiently manage all the processes needed to provide a uniform customer experience. Many organizations rely on inefficient manual processes to complete transactions that cross channels. Simultaneously, a lack of inventory visibility across all locations can result in exceptionally high stock-outs, as well as inefficient inventory utilization.

### What Sterling Order Management can do to address the distinct concerns of today's advanced order and fulfillment processes

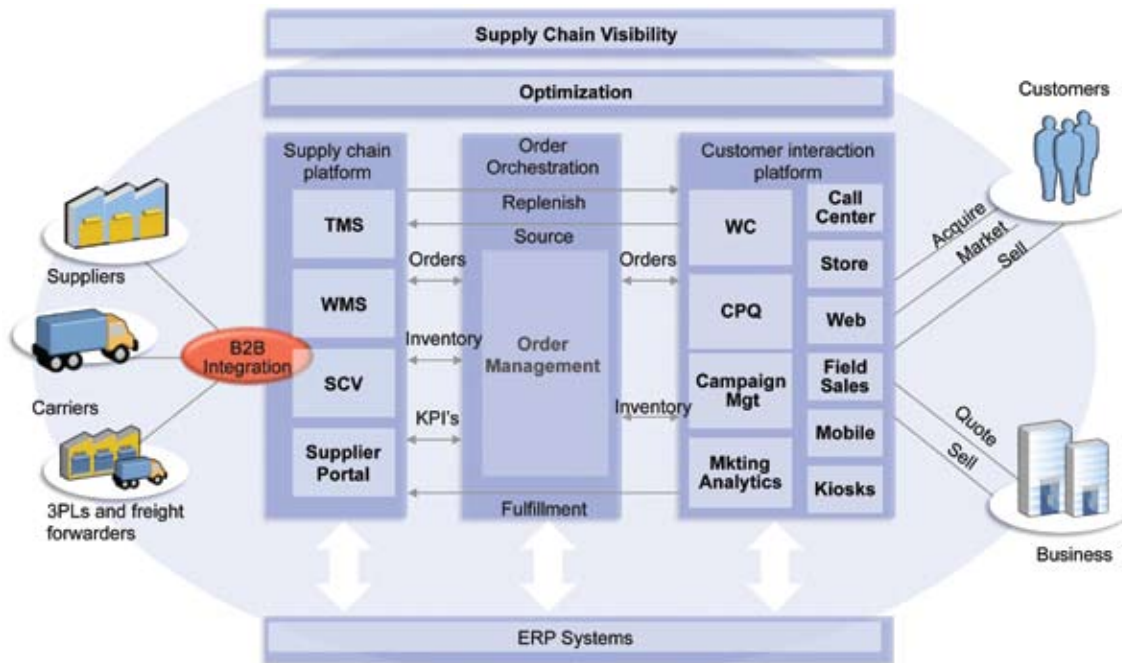
Sterling Order Management addresses the multi-channel complexities of modern order fulfillment across the extended enterprise. An intelligent sourcing engine looks across all locations, including external partners, to determine the best location to fulfill each line on the order, based on a wide set of parameters that your organization chooses. Sterling Order Management identifies the applicable fulfillment process for each order, and seamlessly splits and/or consolidates order lines and sequences activities. It brokers documents and requests to the appropriate internal or external fulfillment participants, and incorporates user-defined events to effectively track fulfillment activity based upon the distinct conditions of each order line.

*“We have to ensure the right inventory is available when our customers want it – no matter what channel they use to reach us.”*

– Dave Kardesh, CIO, Cabela's

Associated services can also be scheduled at the same time as the order, increasing the amount of revenue from each sale. If your company provides delivery services, on-site set up, or after-sales service, it can be scheduled at the same time the order is being placed. With delivery and service scheduling, a range of value-added services (provided internally or from a third party) can be sold to the customer and scheduled along with the products. The solution tracks crew capacity for taking appointments and helps to ensure the service technician is at the right location when the item is delivered.

Sterling Order Management also enables you to efficiently manage the returns process. Pre-defined business process flows to help ensure that returned products are consistently handled in the proper manner and no items are lost or forgotten in the process. This enables your organization to efficiently utilize all inventory, thus reducing your overall inventory costs.



Sterling Order Management is a component in the Commerce family of solutions from IBM

Sterling Order Management gives your company a single comprehensive view of inventory information by aggregating inventory from locations and providing a view of what is available internally as well as at partner locations, what is being supplied, what is in transit, and what the current demand is. This extensive visibility helps ensure that you are giving your customers a more accurate promise date for their orders, and your inventory is being utilized in an efficient way.

The Sterling Order Management solution incorporates supply chain best practices to allow organizations to more quickly improve their fulfillment processes with out of the box line-level order fulfillment, whether it's for the delivery of goods or the coordination of on-site services. Also, using a graphical tool within Sterling Order Management's business process modeler, your organization can more quickly and efficiently add or change participants in the order process to meet changing business needs without requiring changes in the rest of your fulfillment network.

### How can Sterling Order Management help you achieve cross-channel excellence?

The robust functionality of Sterling Order Management can be utilized across multiple selling channels, which include contact (call) center, store, Web, and field sales. Each of these channels uses Sterling Order Management to place or modify orders, determine order status, check inventory availability across locations, and manage the returns process. Utilizing these channels will allow your company to provide enhanced cross-channel services to your customers and partners, allowing them to begin any type of transaction in any channel, and complete it in another channel. For example, a customer can begin a shopping transaction (browse an online catalog and initiate a shopping cart) on a Web storefront and complete the transaction with the help of an employee in the store (or a call center representative), or they can order items over the phone and return them through the Web storefront. Sterling Order Management helps you manage the complexities of global order fulfillment, allowing your company to achieve cross-channel excellence.

### More choice in deployment

Sterling Order Management is designed to be 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 a subscription model. With IBM solutions, you have more choice and one of the best opportunities to significantly improve your investment, with confident delivery of the right mix of scalability, reliability, availability and enhanced security capabilities to support your business objectives.

### Sterling Order Management is mobile enabled

Sterling Order Management capabilities have been extended to mobile digital devices. The IBM® Sterling Order Management Administrator Mobile application enables system administrators to manage the Sterling Order Management system remotely via their mobile digital device and monitor if the system is running properly and efficiently from virtually any location at just about any time. This mobile application also provides system administrators with the ability to view and modify key order management system performance metrics.

### A variety of channel options

You communicate with your prospects, customers, partners, and internal users in a number of different ways. Sterling Order Management supports the ways you interact with them – including field sales, store, and call center; and offers the following channel options:

#### IBM® Sterling Field Sales

Sterling Field Sales allows field sales and service representatives to manage aspects of order capture, quoting, and service fulfillment processes using a thin client browser-based user interface.

**IBM® Sterling Store**

With Sterling Store, you can better manage order capture and fulfillment processes in a multi-store environment. It provides a single point of visibility to enable order from virtually anywhere, fulfill from virtually anywhere capability for multi-channel customer management.

**IBM® Sterling Call Center**

Sterling Call Center provides task and role-based user interfaces that help your customer service representatives enter, modify, and re-configure existing orders, determine the status of an order, check inventory, or manage the returns process.

**Sterling Order Management**

Product	Description
IBM® Sterling Distributed Order Management	<ul style="list-style-type: none"> <li>• Aggregates, manages, and monitors orders from virtually all channels</li> <li>• Intelligent sourcing engine coordinates fulfillment across the extended enterprise</li> <li>• Provides a single order repository to modify, cancel, track, and monitor the order lifecycle in real time</li> <li>• Quickly build complex, configurable, and adaptive workflows utilizing the business process definition framework</li> </ul>
IBM® Sterling Global Inventory Visibility	<ul style="list-style-type: none"> <li>• Consolidates inventory information from multiple systems, generating a single view of virtually all supply and demand</li> <li>• Provides users with role-specific views of inventory</li> <li>• Leverages advanced inventory search capabilities</li> </ul>
IBM® Sterling Reverse Logistics	<ul style="list-style-type: none"> <li>• Links multiple return/repair requests to original sales orders, to enable repair lifecycle tracking</li> <li>• Tracks reverse inventory back to the appropriate location, including partner locations, based upon flexible business rules</li> </ul>
IBM® Sterling Delivery and Service Scheduling	<ul style="list-style-type: none"> <li>• Rules-based promising, provider selection, and crew allocation</li> <li>• Activity sequencing for complex, multi-step fulfillment</li> <li>• Ability to schedule virtually all services at time of order transaction</li> </ul>

**Channels**

IBM® Sterling Call Center	<ul style="list-style-type: none"> <li>• Task and role-based user interfaces that help a customer service representative enter, modify and re-configure existing orders, determine the status of an order, check inventory, or manage the returns process</li> <li>• Provides visibility to call center agents into selling and ordering processes across channels</li> <li>• Proactive alert management</li> </ul>
IBM® Sterling Store	<ul style="list-style-type: none"> <li>• Provides “endless aisle” capability by enabling fulfillment of an order from external inventory sources</li> <li>• Enhances existing Point of Sale and merchandising systems</li> <li>• Manages inventory at a location level within a store, but has visibility to virtually all external inventory information</li> </ul>
IBM® Sterling Field Sales	<ul style="list-style-type: none"> <li>• Provides field representatives with the tools to manage virtually all aspects of order capture, quoting and service fulfillment processes using a thin client browser-based user interface</li> <li>• Provides field representatives with virtually all the information they need from product, pricing and configuration information to order status, inventory checking and return processing that can be accessed just about anywhere reps are in the field</li> </ul>



---

© Copyright IBM Corporation 2011

IBM Corporation  
Software Group  
Route 100  
Somers, NY 10589  
USA

Produced in the United States of America  
October 2011

IBM, the IBM logo, ibm.com and Sterling Commerce are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

The information contained in this publication is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this publication, it is provided AS IS without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this publication or any other materials. Nothing contained in this publication is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

References in this publication to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in this presentation may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. Nothing contained in these materials is intended to, nor shall have the effect of, stating or implying that any activities undertaken by you will result in any specific sales, revenue growth, savings or other results.



Please Recycle