

Leading you through IT™



Create a Superior Customer Experience

EDL has the world-class Sterling Commerce implementation capabilities to bring your eCommerce vision to life. At EDL we collaborate with our clients to make sure they are reaching their operational goals quickly and cost effectively. Equally important, we help position our clients for a long-term competitive advantage.

In short, we deliver Sterling Commerce solutions that tap innovation and value across the entire enterprise to achieve high performance.

EDL's provides rich capabilities in all aspects of Sterling's Multi-Channel Selling platform, enabling EDL clients to seamlessly deploy:

Online Product Configuration, Pricing, and Quoting Capabilities

- Product Configuration, Pricing, and Quoting
- Consolidate product information electronically from multiple disparate systems
- Guide customers through dynamic questionnaires that gather requirements for generating ranked product recommendations
- Maintain and change business rules without resorting to source code changes

Promotions and Guided Selling

- Display context-dependent marketing promotions to cross-sell and up-sell products and services
- Collaborate with partners to cross-sell and up-sell products
- Deliver targeted e-mails to customers and partners
- Create personalized marketing campaigns

Partner-Branded Storefronts and Virtual Inventory

- Sell to customers over the Web directly, through partners (distributors, resellers, dealers, retailers, OEMs, etc.), or via e-marketplace and e-procurement systems
- Collaborate with partners by enabling them to leverage accurate, up-to-date product information and guided-selling tools
- Offer partners their own marketplace with catalog, guided selling, configurator, targeted promotion, and order management capabilities

EDL Specializes in Sterling Selling and Fulfillment Suite Solutions

- Unsurpassed results in successfully deploying Sterling solutions
- Preferred vendor status
- Certified Integration Partner
- Certified, trained and experienced consultants
- Channel-sales experts
- ERP and CRM Systems Integration specialists

Order Processing, Fulfillment, and Tracking

- Implement multi-party business practices with automated rules-based order routing and approvals
- Accept all types of orders from sources including machine-to-machine, procurement, and inventory replenishment
- Seamlessly integrate with ERP and other back-office systems that handle fulfillment, supply planning, and administrative order processing

Solutions that Benefit Your Company and Your Channel

From resellers to channel partners to end-customers, our Sterling implementations have consistently demonstrated greater ROI through optimized channel relationships. The benefits from Multi-Channel Selling solutions that streamline and automate customer-facing processes are numerous:

Lowered cost of sales through improved sales channel efficiencies:

- Provide fast and consistent customized prices
- Eliminate incorrect or incomplete orders
- Increase transaction quality by reducing product information errors

Increased sales revenues through guided selling techniques:

- Sell to your customers throughout your demand chain; over the Web directly, through your partners or via e-marketplaces and e-procurement systems

Reduced order cycle times through automated configuration and order placement:

- Provide access to complex product details, collateral and specifications
- Empower resellers with on-line price and availability checks, order status, special quote requests, and order templates

Improved efficiencies and lowered costs through increased order accuracy and fulfillment speed:

- Comprehensive analytics for you and your partners to gain visibility and insight into channel performance
- Selling tools for partners to leverage throughout the life of the lead

Optimized channel relationships via extended sales team with configuration, pricing and order management tools:

- Direct customers to the appropriate channel partners
- Empower all direct and indirect sales channels by inserting timely and accurate product expertise into your sales processes
- Capture partner sales forecasts for planning and production
- Strengthen your established relationships with selling partners by allowing them to differentiate themselves to your customers

Superior levels of customer service and satisfaction by providing order and product information instantly to customers

EDL's META Project Methodology™

Controls the Risk, Cost, and Quality of Your Sterling Commerce Implementation. Our proven project methodology is designed to ensure that your implementation proceeds smoothly, efficiently, has no surprises—and absolutely satisfies the business problem it's supposed to!

Integrated Business Intelligence Solutions Provide Improved Insight. And Real Results.

Improved eCommerce capabilities demand the measurement and improvement metrics that track progress toward achieving your strategic business objectives. Our approach is tailored to fit the specific needs Sterling Commerce customers, while combining these essential capabilities:

- Enhanced reporting to speed information delivery
- User-friendly query and analysis capabilities
- Customized management dashboards
- Balanced scorecard delivery
- Integrated solutions that improve data integrity

We combine our detailed knowledge of Sterling Commerce data structures with our analytical approach and a commitment to your success. These hallmarks distinguish our Business Intelligence solutions and provide you with true measurable results.

We also help our clients formulate a project management plan, establishing timelines, deliverables and metrics for success. With a focused plan and shared vision, your business challenges are addressed, risks minimized, and outcomes assured.

Let EDL lead you through IT

In addition to Sterling Commerce solutions, EDL provides integrated CRM capabilities to help you extract hidden value from sales automation, customer support, and marketing activities. Our systems integration capabilities allow you to seamlessly connect to your ERP systems in order to provide an unsurpassed user experience for internal and external customers.

For more information on how EDL makes it easier for your customers and partners to do business with you call us at 866.217.3210 or email sales@edlconsulting.com