June 16, 2011



## IBM Sterling Selling and Fulfillment Suite Helps You Improve the Efficiencies of Your Sales and Call Center

Smarter software for a smarter planet Software for a smarter planet Smarter planet Software for a smarter planet Software for a smarter planet Software for a smarter planet Software Software for a smarter planet Software Software for a smarter planet Software Soft

IBM Sterling Selling and Fulfillment Suite delivers significant updates

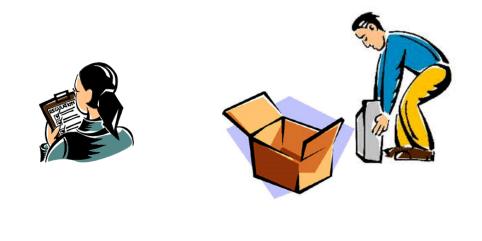
- Salesforce.com integration
- New quoting analytics
- IBM Sterling Order Management / Drop Ship capabilities
- Secure payment server with PA-DSS certification

Companies are seeking the marriage of SFA and Commerce

- Install base of SaaS SFA continues to grow
- Increased need to manage the quoting process within SFA technology
- Quote complex products
- Reduce manual processes and high order errors

Quoting processes today are often manual and lack visibility into the entire process

 Your selling and fulfillment processes may be manual, laborintensive, costly, and difficult to maintain



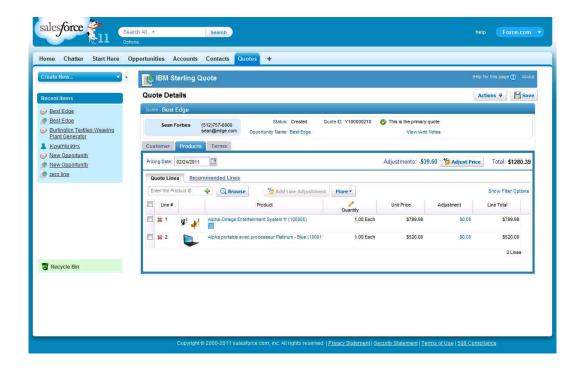
 Limited view into your processes to make the right decision



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#### Salesforce.com integration

- Enables your sales people to create quotes for an opportunity within Salesforce.com through integration with IBM Sterling Configure, Price, Quote
- Improves sales force efficiencies and productivity
- For example, one of your sales people can build quote without leaving their Salesforce.com system



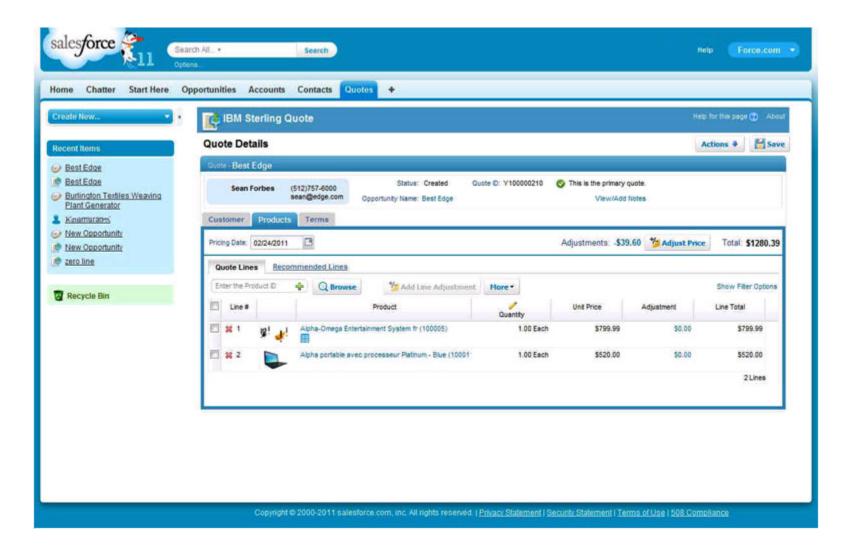
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## Salesforce.com opportunity

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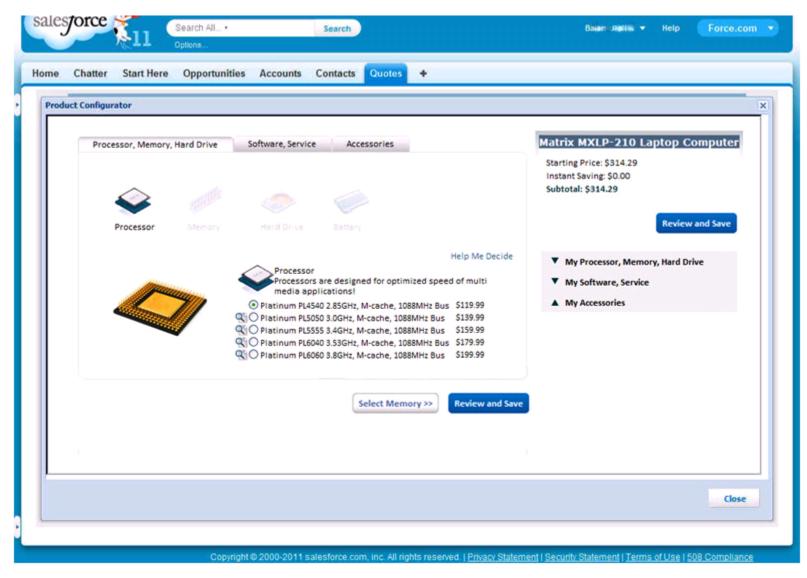


#### IBM Sterling CPQ for Salesforce.com – quote details

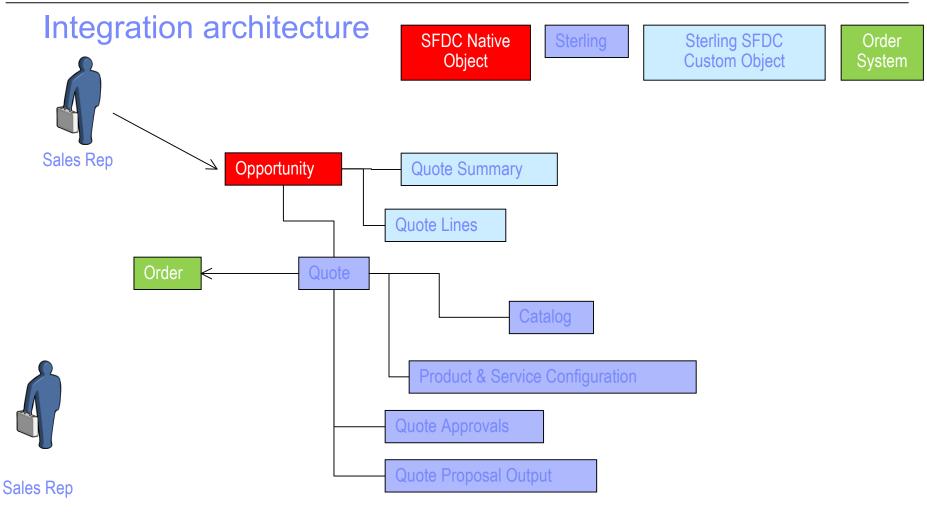




## IBM Sterling CPQ for Salesforce.com – product configuration







- One-and-only-one SFDC Account : One-and-only-one Sterling Enterprise
- Important to note: There is no coordination/synchronization between Call Center Opportunity and Quote creation/management, SFDC Opportunity, and Quote creation/management

IBM Sterling Configure, Price, Quote for Salesforce.com can help companies...

- Improve sales force efficiencies through a seamless sales process
- Drive increased revenue through quoting of complex, configurable products, services, bundles, and packages
- Lower costs and improve order-to-cash processes
- Raise productivity through automated decision-making
- Reduce cycle times across sales process
- Leverage CRM functionality as much as possible to maximize customer value



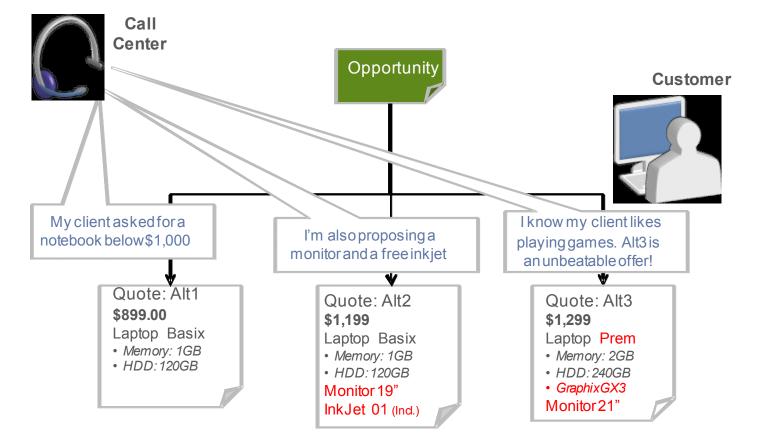
## Quoting in call center

- Offer quoting functionality within call center if you have implemented IBM Sterling Configure, Price, Quote
- Pricing rules have been extended to aid CSRs in making manual discount decisions while staying within established company discount policies
- For example, one of your customer service representative (CSRs) can generate an accurate quote and email it directly to the customer

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## **Quoting in Call Center**



 Allows customer service representatives (CSRs) to generate a quote output in a number of formats, according to established pricing, discount, and quote expiration policies



#### Embed intelligence in your quoting processes

#### **Quoting Process**



## Intelligence "ON" the process

Enable users to respond to trends by viewing dashboards and key performance indicators

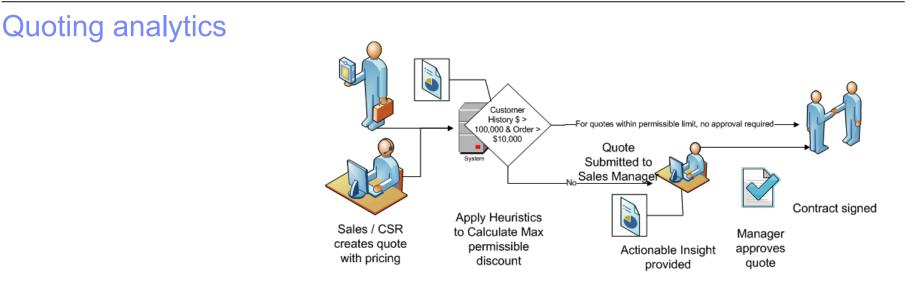


## Intelligence "IN" the process

Embed analytics directly in the workflow to enable users access to recommendations based on performance trends to make better decisions



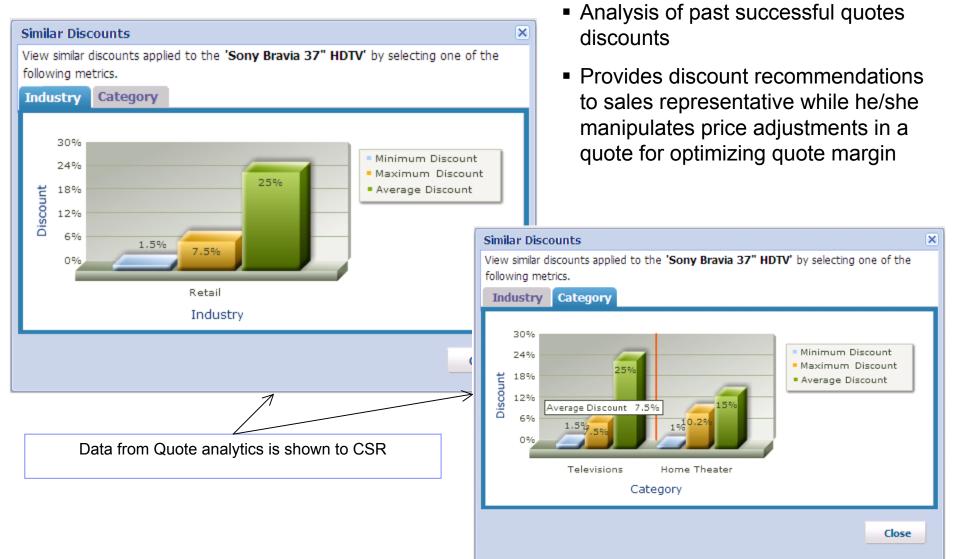
Uses events in a selling and fulfillment process to automatically trigger decisions, or even to modify the process flow itself



- Scenario Examples:
  - Sales Managers can analyze field sales performance metrics against targets
  - Field sales representatives entering a quote for a particular item will see a pop-up for that line item providing them with insight into previously successful quote discount percentages for that product category or industry
  - Call Center Agents with be able to view customer category information, such as "valued customer", to provide the appropriate form of appeasement (gift card, discount, etc.)



## Smart applications aid decision making: discount advisor new in v.9.1





# Smart applications aid decision making: customer rating quote discount advisor new in v.9.1

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- Smart applications aid decisionmaking
- Customer rating informs sales representatives of relationship with customer (for example a high value account)
- Configurable rating factors to meet your business requirements



## Order promising enhancements

- Select an optimal path for your customer's order, including calculating the final delivery date including:
  - Various stops and transfers required for final order delivery
  - -Track order status and monitor for any shipment delays impacting delivery commitment
- Improved accuracy of order fulfillment

Efficiently use available inventory when making order fulfillment decisions



## Application, database and PA-DSS support

- Application and database support:
  - Support the latest versions of application and database vendors' database, application server, and operating systems:
    - Oracle 11g R2\*
    - SQL Server 2008
    - DB2 9.7
  - For those companies who purchase or migrate to the latest version of IBM Sterling Selling and Fulfillment Suite solutions
- Payment Applications-Data Security Standard (PA-DSS) support:
  - The IBM Sterling Sensitive Data Capture Server, is now PA-DSS certified for the IBM Sterling Selling and Fulfillment Suite V9.0 release
  - The IBM Sterling Sensitive Data Capture Server integrates Sterling applications to services that provide credit card tokenization (credit card vault)
  - Scheduled for certification on v9.1

## IBM Sterling Selling and Fulfillment Suite V9.1 can help you ...

- Increase your sales force and call center efficiencies and productivity
- Improve your company's quoting process
- Enhance the accuracy of your order fulfillment process





## Questions?

# Smarter software for a smarter planet Software for a smarter software for a smarter planet Software Software for a smarter planet Software for a smarter planet Software for a smarter planet Software Software for a smarter planet Software for a smarter planet Software for a smarter planet Software Software for a smarter planet Software

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