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## Overview

*In this solution overview, you will learn:*

- The capabilities and potential benefits of IBM® Sterling Configure, Price, Quote
- How Sterling Configure, Price, Quote can help increase customer satisfaction and reduce costs
- The various deployment options available for Sterling configure, Price, Quote

## Benefits

- Streamline the selling process to improve efficiency and reduced order errors
  - Optimize channel selling to reduce cost and increase revenue
  - Drive aftermarket business and increase revenue with efficient management of product and service configurations
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# IBM Sterling Configure, Price, Quote

*Capturing market share and reducing selling costs*

## Executive summary

Manufacturers and distributors want to minimize potential revenue loss, sustain profit margins and grow market share. Manufacturers can better grow by being easier to work with, reaching out to new channels, and embedding their brands into resellers' selling channels.

Manufacturers can better protect their margins by using self-service channels; reducing errors and delays in quoting, configuration and pricing; and focusing on profitable lines like aftermarket services and parts. The multi-channel selling solution from IBM positions manufacturers for success in virtually all these areas.

## About the Configure, Price, Quote solution from IBM

The Sterling Configure, Price, Quote solution enables companies to transform how they sell complex products and services by removing the internal complexity of multi-tiered selling within their internal organization and with their external partners. Using the Sterling Configure, Price, Quote solution, customers can more quickly and easily create Web storefronts, offer dynamic catalog and pricing information, and direct customers and partners to find, configure and order the right products and services, thus positioning them to capture market share and reduce selling costs.

## Seamlessly doing what ERP cannot

Many complex selling, configuration, and quoting environments cannot be adequately addressed by Enterprise Resource Planning (ERP) software. Moreover, multi-channel, n-tiered distribution models – which are very common in many industries such as manufacturing, distribution, industrial and electronics – are not easily enabled with ERP. Sterling Configure, Price, Quote is designed to co-exist with, and augment, ERP.



**Sterling Configure, Price, Quote addresses key manufacturing and distribution issues**

<b>Business issues</b>	<b>Required capabilities</b>	<b>Benefits</b>
<ul style="list-style-type: none"> <li>• Hard to change or add options to configured products</li> <li>• Tedious, error-prone and frustrating manual catalog searches</li> <li>• Poor control over special pricing, promotions and rebates</li> <li>• Low sales and reseller productivity</li> <li>• Time-consuming post-sales service</li> </ul>	<ul style="list-style-type: none"> <li>• Streamlined, lean selling processes</li> <li>• Standardized and automated order capture, quote and pricing</li> <li>• Robust configuration engine to simplify maintenance and usage of configuration rules</li> </ul>	<ul style="list-style-type: none"> <li>• Improved efficiencies, reduced delays and errors in:                             <ul style="list-style-type: none"> <li>– Solution Configuration</li> <li>– Pricing and quoting</li> <li>– Capture order and service</li> </ul> </li> <li>• Increased customer satisfaction and capture of market share by becoming easier to do business with</li> </ul>
<ul style="list-style-type: none"> <li>• Delays, long cycle times and errors due to inefficient, errorprone manual order placement by downstream partners (VARs, retailers, distributors)</li> <li>• Lack of brand “stickiness” in downstream channels</li> <li>• Lack of demand visibility in multi-tiered channels</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced downstream selling channels</li> <li>• Automated, Web-based order capture for sales of products and services</li> <li>• Personalized workspaces for customers to manage virtually all order, invoice and return activities</li> <li>• Up-to-the-minute order status, history and activity reports</li> <li>• Quick introduction of new Web storefronts for business lines, brands, and channels</li> <li>• Integration with virtually any ERP or fulfillment system through SOA and out-of-the-box adaptors</li> <li>• Customers and partners enabled to configure and place their own orders and perform post-order service transactions</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced selling costs and higher productivity of CSRs</li> <li>• Embedded presence in downstream reseller partners leading to higher revenues</li> <li>• Enhanced customer service and strengthened relationships with customers and partners</li> <li>• Streamlined approvals processes for pricing and quoting</li> </ul>
<ul style="list-style-type: none"> <li>• Inefficient management of aftermarket services, parts selection and service contracts</li> </ul>	<ul style="list-style-type: none"> <li>• Drive aftermarket business</li> <li>• Flexibility to create customer-specific product bundles such as fixed assemblies or kits, accompanied by interactive parts diagrams to support specific aftermarket requirements</li> <li>• Comprehensive support for spare parts business from parts search and selection to the parts ordering process, including order status and returns</li> <li>• Service contracts tailored to product lines and market segments</li> </ul>	<ul style="list-style-type: none"> <li>• Increased ease for customers and partners to find, select, and order individual parts or entire assemblies</li> <li>• Simplified spare parts management and ordering</li> <li>• Increased services business and profitability</li> </ul>

IBM provides a market-leading solution for multi-channel selling that more easily integrates with existing ERP systems, while providing superior ease of use, flexibility, time to implementation, and cost to maintain. Our ability to integrate with ERP or fulfillment systems through our service-oriented architecture (SOA) enables you to more easily embed your presence in downstream reseller partners' offerings and gives customers a seamless buying experience.

### IBM Commerce Selling Solution components

IBM Sterling Configure, Price, Quote automates virtually every step of the configure, price, and quote process to help you generate more revenue, reduce costs associated with incorrect sales orders, lower the cost of sales, and create a positive buying experience for your customers and partners across virtually all available touch-points – Web, call center, store and field sales.

IBM WebSphere Commerce is a powerful customer interaction platform for online and cross-channel commerce, built for a wide range of environments. WebSphere Commerce is designed to support virtually all of a company's B2C and B2B business models, while providing a seamless and consistent customer experience across all channels through a single platform.

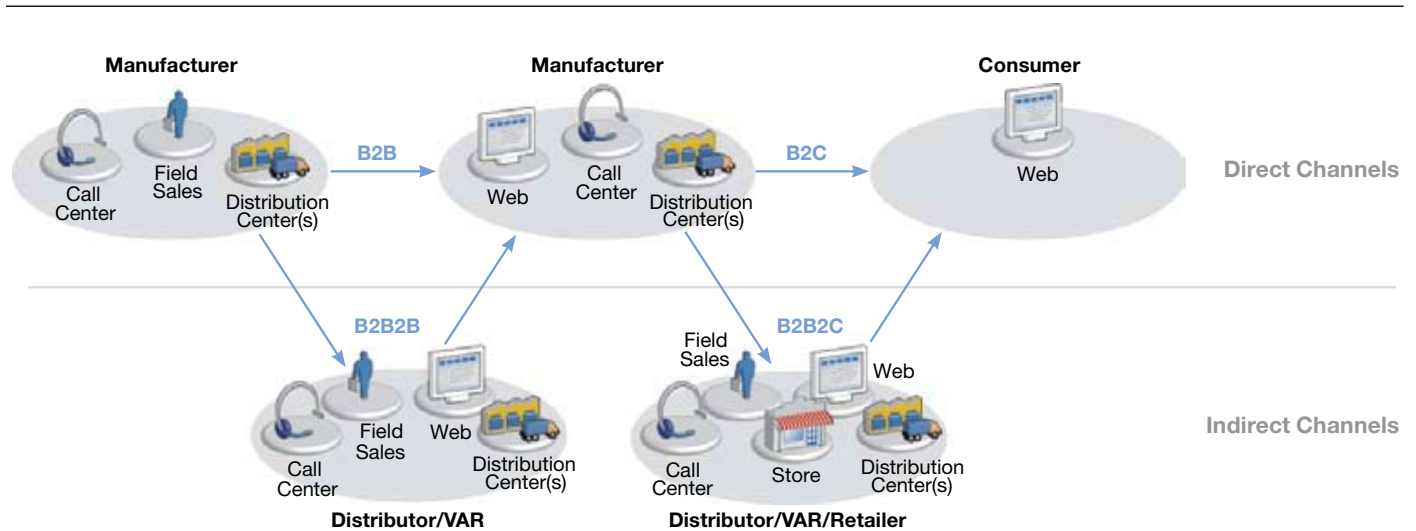
IBM® Sterling Order Management will boost efficiencies throughout your supply chain and improve your business responsiveness as well. When you can better orchestrate global order and service fulfillment across the extended enterprise, your business wins.

### Deployment options

IBM Commerce Selling Solutions are available in a range of deployment options to meet the diverse needs of companies of varying sizes and across industries, with the ability to migrate between deployment approaches as companies grow and requirements change. Enterprise-class capabilities can be delivered either as licensed, on-premise software or as subscription-based Software-as-a-Service (SaaS). Both single-tenant and multi-tenant SaaS options are available, with single-tenant offerings targeted at individual companies and offering the greatest extensibility in a hosted software model, while multi-tenant, which houses software for multiple companies on one server, provides the most affordable approach for enterprise-class capabilities, particularly for small and mid-sized businesses.

### For more information

To learn how IBM Commerce Selling Solutions and IBM Sterling Configure, Price, Quote can help you develop and drive your e-Commerce strategy, contact your IBM representative or IBM Business Partner, or visit [ibm.com/software/commerce](http://ibm.com/software/commerce).



Large manufacturers and distributors have dynamic business networks that reflect complex, multi-tiered, multi-channel operations



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