

## Mobilize your store associates

## IBM Sterling Store Associate Mobile

**Benefits**

- Increased revenue by saving the sale
- Improved store associate productivity and responsiveness
- Improved brand image by using mobile technology

**Required solution**

- IBM® Sterling Order Management

**IBM® Sterling Store Associate Mobile**

For users of Sterling Order Management, this mobile application provides more choice in how store associates access and use information on product content and inventory availability to handle customer inquiries at anytime and anywhere in a retail store.

**Improve the customer experience**

Mobile applications can help store associates better handle out-of-stock situations by enabling the store associate to obtain real-time information on product inventory availability directly from the store associate's mobile device, and then guiding the customer how to best obtain the product. The result is a greatly improved responsiveness to the customer's need.

**Save the sale**

When a customer makes an inquiry about a product, the store associate has a mobile application on their mobile digital device to provide answers anywhere, anytime. The Sterling Store Associate Mobile application gives store

associates the ability to save the sale and satisfy their customer with the power of inventory visibility, fulfillment, and status tracking and reporting, at their fingertips. This can enable a retail business to save the sale when faced with an in-store stock-out and the opportunity to reserve inventory for in store pickup.

Giving store associates the ability to efficiently locate available product enables them to reserve the item while the customer is still in the store. Saving the sale frequently creates the opportunity to up-sell or cross-sell accompanying items.

**Improve productivity and accuracy**

Leveraging store labor and multi-tasking abilities, rather than committing a dedicated store associate to finding merchandise and pulling it off the floor, increases efficiency and reduces cost.

Ease of locating merchandise through multiple entry options increases accuracy. Customers benefit from greater speed and availability for pickup or alert notification.

Sterling Store Associate Mobile  
Inventory Availability detail view



Sterling Store Associate Mobile  
Inventory Availability map view



Capability	Description
Customer convenience	<ul style="list-style-type: none"> <li>• Deliver content, pricing and availability on the spot</li> <li>• Provide store location and direct contact for inventory reservation and in-store pickup</li> <li>• Minimize customer time waiting to determine inventory availability</li> </ul>
Inventory visibility and promising	<ul style="list-style-type: none"> <li>• Ensure accurate available to promise (ATP) quantities using real-time integration</li> <li>• Avoid customer disappointment by making out-of-stock products available</li> <li>• Provide store fulfillment to satisfy customer preference and increase satisfaction</li> <li>• Optimize inventory utilization by drawing from available inventory regardless of store location</li> </ul>
Store associate productivity	<ul style="list-style-type: none"> <li>• Minimize store associate time trying to locate ATP inventory</li> <li>• Minimize store associate time triggering the fulfillment process</li> </ul>

Sterling Store Associate Mobile supports the following mobile digital devices:  
Apple® iPhone® (OS Version 3.1 or later)

**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](http://www.sterlingcommerce.com).