

FAQ – End of Life for IBM Sterling Yard Management

1. Why is IBM Sterling Yard Management (Sterling Yard Management) being retired?

The IBM Sterling Yard Management is being retired due to its limited radio frequency (RF) capabilities and competitiveness in the market. This has led to minimal opportunities within our existing customer base and sales throughout the last two years.

2. When is the “End of Marketing” (EOM) and “End of Life” (EOL) for Sterling Yard Management and what does that mean?

Sterling Yard Management “End of Marketing” and “End of Life” is taking place June 30th, 2011. This will include all SterlingCommerce.com and Sales Center Sterling Yard Management assets and links to be removed.

By announcing End of Life for Sterling Yard Management:

- There is no impact to any customers, since there are no customers using Sterling Yard Management today*
- Sales can focus on more relevant Supply Chain Management opportunities*
- Will help reduced complexity in Pre Sales demos for Software-as-a-Service (SaaS) applications*

3. Will the EOL of Sterling Yard Management create a gap in the IBM Supply Chain Management offering?

Sterling Yard Management was positioned as a complementary solution to IBM Sterling Transportation Management System (Sterling TMS) and IBM Sterling Warehouse Management System (Sterling WMS), to help companies increase the efficiency of their yard. We do have a partner in the “IBM partner program” that can complement our Supply Chain offerings with Yard Management capabilities. The partner is [C3Solutions](#); Michael Quinn owns the partner relationship for North America and Adrian Bird for world-wide (outside of NA) relationship.

4. What should I do if I have an opportunity in the pipeline that requires Yard Management capabilities?

Please contact Walter Heil @ wheil@us.ibm.com.

5. How should I respond if a customer asks about our Yard Management capabilities?

We should mention that IBM can offer Yard Management capabilities, which are provided by an IBM partner, [C3Solutions](#).

6. How do we now stack up against the competition in the market today?

The “IBM partner program” provides us a means to address Yard Management requirements. This should not have any impact to our position in the market.

7. How can I, as a sales rep, get more information on the IBM Partner mentioned?

Please visit c3solutions.com or contact Walter Heil @ wheil@us.ibm.com.

8. Are there any deals we should stay away from now that we no longer have a Yard Management Solution?

Sterling Yard Management has always been a part of Sterling WMS and Sterling TMS solution sales. We should continue to pursue opportunities and use the IBM partner product to address any Yard Management requirements.