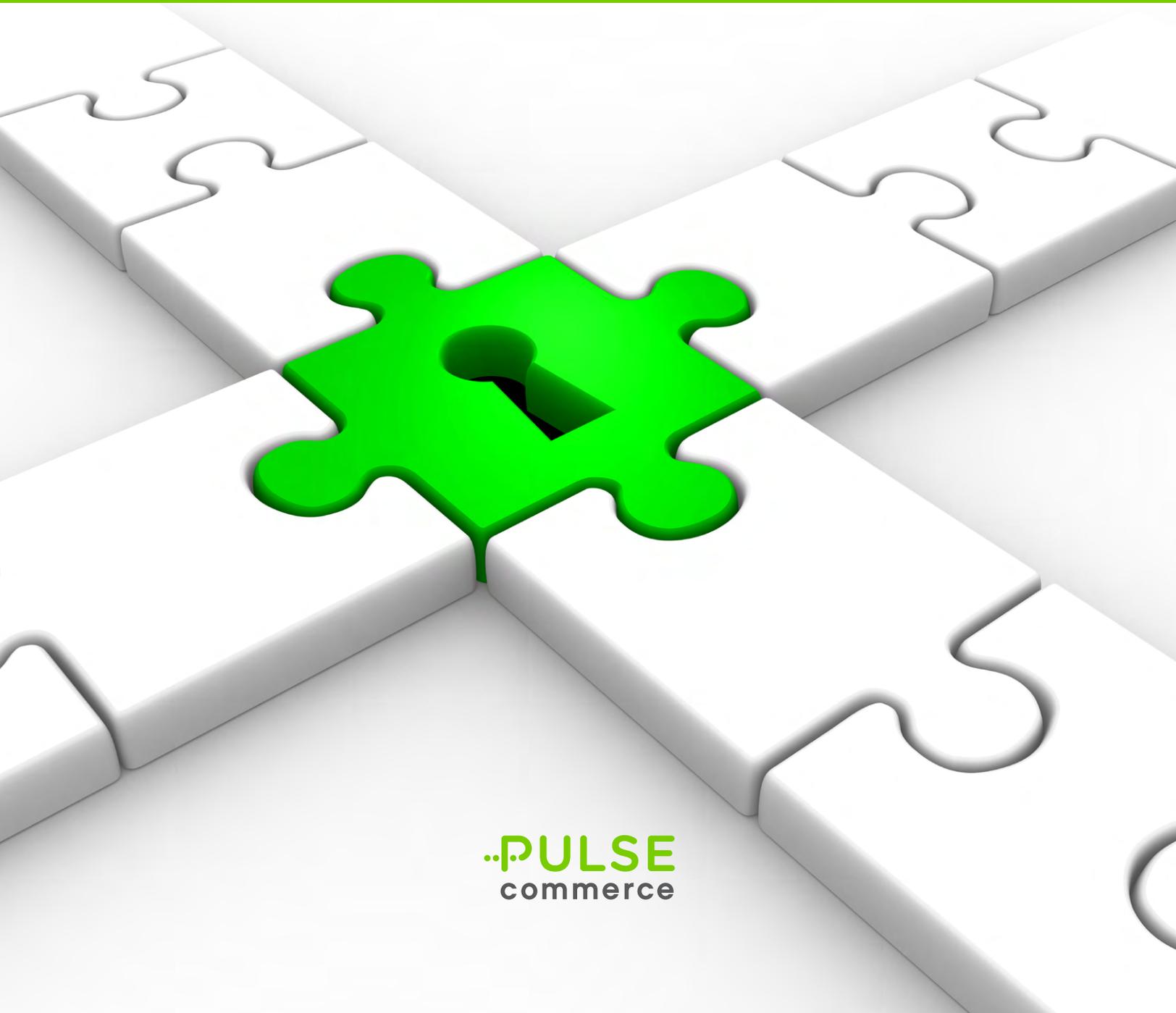
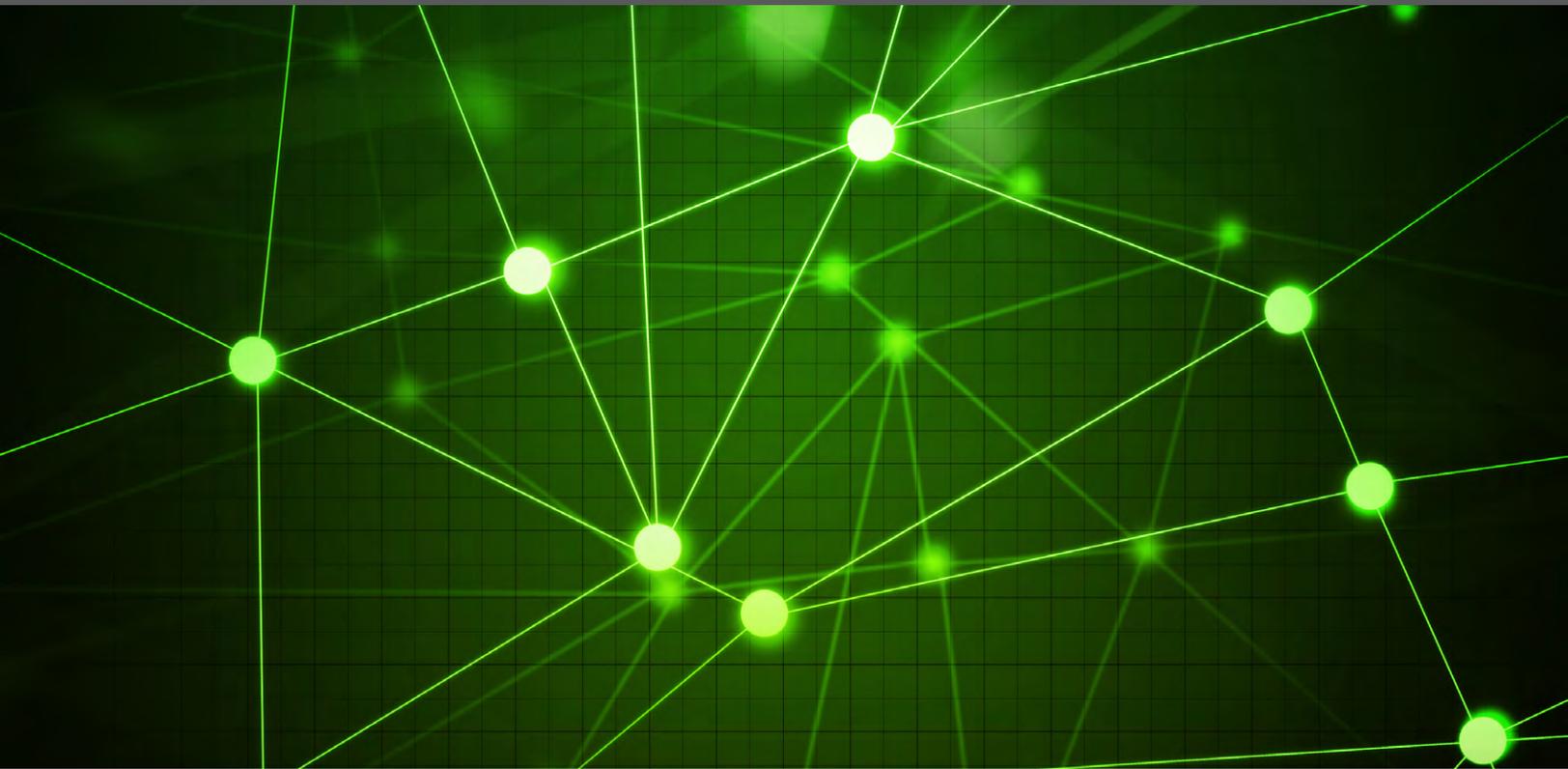


The New Role of Order Management Software

in Inventory Optimization, Customer Satisfaction and Profit Margins



..PULSE
commerce



According to Forrester Research, Customer expectations for “anytime, anywhere” order fulfillment are high: 25% of US online adults feel that it’s “important” for a retailer to offer a “buy online, pick up in-store” (BOPIS) service, and 26% already have used the BOPIS fulfillment option.¹

A robust order and inventory management system is essential for omni-channel commerce today.

Without a powerful system, one that supports the “buy anywhere, fulfill from anywhere and return anywhere” strategy, your business isn’t going to succeed. This is just one reason why, according to Boston Retail Partner’s (BRP’s) 2016 POS/Customer Engagement Survey, 85% of retailers indicate that unified commerce is a top priority.

According to BRP, “Unified commerce goes beyond omni-channel, putting the customer experience first, breaking down the walls between internal channel silos and leveraging a single commerce platform.” However, “Retailers aren’t going to throw their legacy applications away, they’re not going to throw their investments away, but what they have to do is link it all in real time. **The most important component is a middleware layer—a piece of software that connects the dots.**”

An Enterprise Order Management System (OMS) is the middleware that connects those dots.



An Order and Inventory Platform can have a profound impact on 3 important profit drivers

- **Inventory management**
- **Customer satisfaction**
- **Margins**

Inventory Management

Consider the challenges and opportunities of a retailer with an ecommerce website and multiple stores – and with inventory spread across multiple stores, warehouses and fulfillment centers. And also consider that much of that inventory is pre-allocated to the website and online marketplaces.

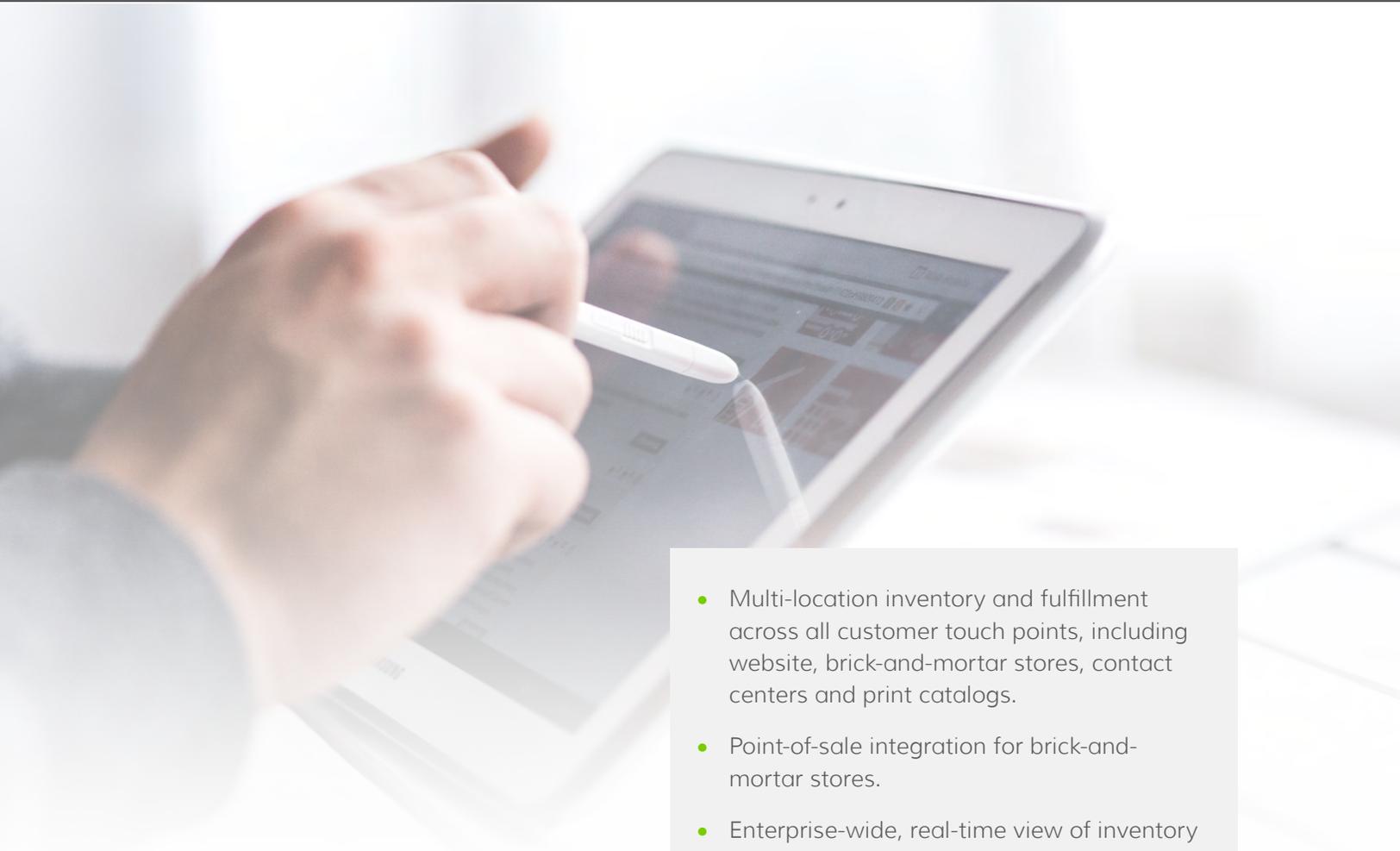
An OMS, armed with a real-time view of inventory, can optimize online and marketplace fulfillment by selecting the fulfillment center or store from which to fulfill, and optimizing for turnaround time, shipping costs, and inventory levels. Optimization helps avoid the need to liquidate Inventory, while avoiding out-of-stock situations, missed selling opportunities, and unhappy customers.

Customer satisfaction.

Fulfilling—and often exceeding—customer expectations is essential. An OMS improves the shopping experience, reducing stock-out situations. And just as important, an OMS optimizes fulfillment to shorten turnaround times. Together, the OMS enables your website to deliver on your promises to have the products customers desire, and deliver them on time.

Margins.

You cannot attain profitability without accurately forecasting and stocking your inventory. Slow inventory turns increase working capital requirements and reduce margins. The right system can help you improve profitability by maximizing your inventory turns (delivering from stores with high inventory; avoiding stockouts).



Tips For Selecting an Order Management System

An ideal solution is easy for your contact centers to learn and use. As technology evolves and consumer expectations increase, a retailer's OMS can and should do more of the heavy lifting. Here are some things to look for in a new system:

- Multi-location inventory and fulfillment across all customer touch points, including website, brick-and-mortar stores, contact centers and print catalogs.
- Point-of-sale integration for brick-and-mortar stores.
- Enterprise-wide, real-time view of inventory across all stores, warehouses and fulfillment centers.
- Enterprise-wide, real-time view of all orders, and status, across all channels (stores, online, marketplaces, mail-order) enabling contact centers to deliver stellar support.
- A cloud-based system, meaning that the data and applications are stored on a cloud computing provider's servers and available to users on demand.
- Real-time integration, which is what truly unifies a commerce platform.
- Reliable and seamless integration with Amazon, Fulfilled by Amazon, and major online marketplaces.
- Security and payment card industry (PCI) compliance.



Retailer's Perspective

One of our clients generated dramatic profit improvements by implementing an Order Management System.

Before Pulse Commerce, Norman Camera, struggled with inventory management across all sales channels. "We were either over-allocating inventory to specific channels so we did not run into out of stock situations, or oversold limited inventory and had to cancel customer orders leading to dissatisfaction," says director of IT Phillip DeZwarte.

This was especially a problem on Amazon marketplace, which has low tolerance for merchant cancelled orders. The issue is further compounded by the so-called "pending" status orders on Amazon and eBay, DeZwarte says.

In addition to smart inventory management across all customer touch points, Norman Camera wanted an OMS that offered easy access to business intelligence and reporting in the hands of business managers, and improved CRM to increase sales and profits.

Cloud-Based and Technical Support

"We wanted a cloud-based solution designed for the mid-market that had terrific record of uptime and excellent technical support."

Inventory Visibility

After a thorough review and evaluation of all the major systems on the market, Norman Camera implemented Pulse Commerce. The retailer now has accurate and real-time inventory visibility across all sales channels, including its brick-and-mortar locations, DeZwarte says.

Marketplace Integration

"Our marketplaces integration is solid and highly reliable," he notes. "Our fulfillment and manifesting processes have dramatically improved, and we are processing more order volume today with the same number of staff as before." In fact, DeZwarte says, "We have seen double-digit improvement in volume and other KPIs.

Advice

What advice would he give to other merchants shopping for a new system?

"Look for a truly integrated OMS, so you don't have to spend a lot of IT time and budget simply to make the systems talk to each other or to troubleshoot and resolve issues if they arise," DeZwarte says. The OMS is at the center of all systems for many omni-channel retailers, he notes, and it's important to ensure that the system is scalable and can perform reliably under heavy load.

You have to evaluate the complete solution in its entirety, as opposed to falling in love with just one module, he adds. "Start with the customer experience and ensure that the system can deliver well across all customer touch points today and three to five years out."



www.pulse-commerce.com

ABOUT PULSE COMMERCE

Pulse Commerce is the leading enterprise cloud platform for order & inventory management empowering retail leaders with unprecedented visibility and control of inventory, orders and customers. Retailers, such as Badgley Mischka, Hanesbrands Inc., and GoodeCompany.com rely on Pulse Commerce to improve order turnaround, increase customer satisfaction, and optimize inventory control and fulfillment costs. To learn more about how Pulse Commerce can increase your business performance by 20% or more, please visit www.pulse-commerce.com or follow [@PulseCommerce](https://twitter.com/PulseCommerce) on Twitter.



855 Main Street
Bridgeport
CT 06604 USA



1.877.243.3612



sales@pulse-commerce.com

