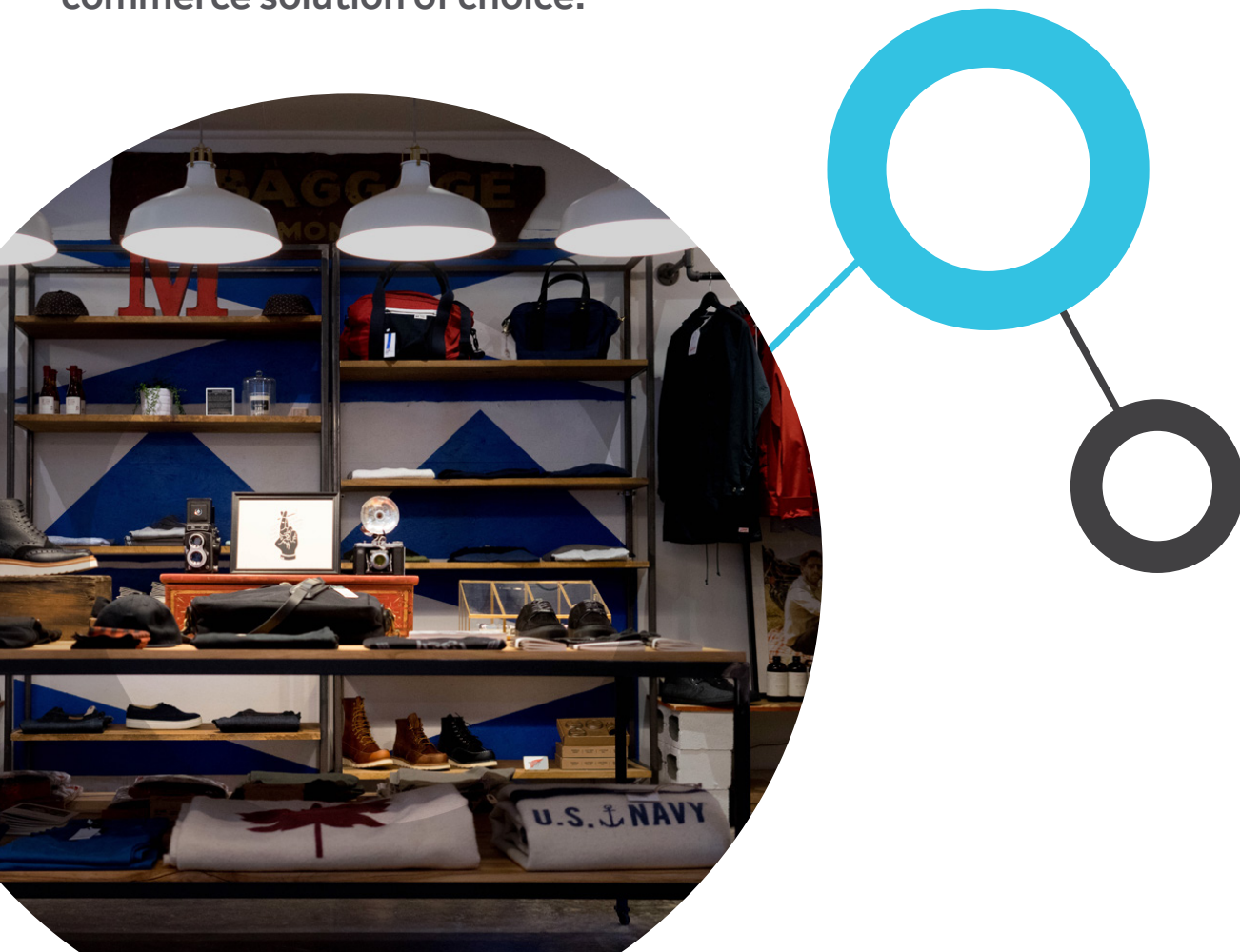


Order Management

OrderDynamics brings together the core of best-in-class Distributed Order Management (DOM), with industry leading capabilities. The result is an unbeatable core to any omni-channel retail system. As a true Out-of-the-Box solution, it is a native SaaS (Software-as-a-Service) technology, designed to seamlessly integrate with your existing retail infrastructure. Scalable, flexible, and configurable as a rapid deploy harmonized commerce solution of choice.



Order Management

Enterprise retailers are struggling to establish and manage the complexities of their growing omni-channel operations. Many currently operate with inefficient order processing & fulfillment systems, fragmented inventory visibility & control, and disparate customer data & analytics. The ability to effectively manage complex order processing and customer data across multiple channels is critical for retailers operating in this highly competitive industry.

Many of the world's largest retail chains are now implementing a retail order management system and are using it as the foundation for their omni-channel commerce strategies. Recent OrderDynamics research showed that retailers vary widely on omni-channel deployments, by region.

While in some countries like the UK, 67% of retailers have omni-channel deployments; others regions like the US show only 29% of retailers with basic in-store pickup capabilities. Forrester estimates that up to 27% will or already have order management deployments underway. Retailers have an opportunity now, to offer consumers the offerings that increase retail sales,

66

24% of retailers view an order management solution as the single most important technology for achieving an omni-channel customer experience.

99

Forrester - OrderDynamics 2013 Global Order Management Report

The Business Case is Clear

- Improve Customer Satisfaction
- Increase Retail Sales
- Drive More Foot Traffic
- Reduce Fulfillment Costs
- Minimize Order Shipping Fees
- Unify Customer Profiles



Advanced Features and Functionality

Order management is retail's essential tool for accelerating growth and improving operational efficiencies. With our rapid deployment methodology, you are able to quickly implement a flexible, configurable, and highly scalable - advanced order management system to suit your specific needs.

Order Routing & Orchestration

Order Orchestration ensures every customer order is processed and maintained accurately. From the moment a payment is processed, the customer's order moves through an automated order pipeline, passing through our advanced fraud detection engine all the way through to delivery. Intelligent order routing then ensures the order is routed according to your business rules. Business rules are both easy to setup, use straight forward boolean logic (AND, OR...), and allows you to set a triple prioritization method for the system to best choose how to route orders, as you need them. Absolutely NO CODING required.

Returns Management

When the merchandise has to come back, be ready for it, which encourages the customer to shop again in 67% of cases.

- Accept returns without receipts
- Process partial returns
- Return items directly to inventory
- Prevent fraudulent returns
- Run reports to manage your business.

Enhanced Customer Service

Retailers leverage our built-in CRM tool to aggregate customer order data, and shopping behavior into one repository to drive new levels of loyalty and profitability. Managers and sales associates can segment customers and use email marketing campaigns to target their most valuable shoppers. The CRM integrates across all customer touch points, including: websites, mobile, call centers, and bricks & mortar stores.

Real-Time Inventory Visibility

OrderDynamics unifies disparate inventory pools across many channels to provide a single view of stock in real-time. Integrating with existing ERP, POS, and SCMs let the OMS recognize in-transit, work-in-progress, and available-to-promise merchandise. The system also accounts for stock utilization and available-to-sell inventory while pushing real-time updates to all commerce channels. An accurate view of inventory lets you make smart fulfillment choices by sourcing inventory from the most cost-effect locations.

Advanced Intelligent Capabilities

Beyond standard OMS features and functions, are those that set the omni-channel winners a stride ahead of the rest. Advanced features like:

- Shipping Rate Brokering
- Order Consolidation
- Inbound Inventory Allocation (ASN)
- In-Store Auto-Routing

means OrderDynamics retailers are always one step ahead of competition.

Analytics & Simulation

Today's retailers need deep customer insights to run an effective business. It means learning from your specific order patterns, to adapt business rules, inventory locations, and allocations. In addition to solid OMS analytics, the Dynamic Order Simulator lets a retailer use real historical orders to test new business rule, seasonal timing, and inventory positions. This drive down operating costs, and improves delivery speeds.

Learn More About Our Harmonized Commerce:

- Increase profitability
- Improve customer service
- Control operating costs

Core Features

- Real-Time Inventory Visibility
- Intelligent Order Routing
- Inventory Virtualization
- Flexible Business Rule
- No Coding Required
- In-Store Auto-Routing App
- Call Center Sales and Support
- International Currency
- Multi-Lingual Support
- Double-Byte Characters (Chinese, Korean, Japanese)
- Robust Returns Management
- Shipping Rate Brokering
- Third-Party Integrations
- Subscription Management
- Order Route Detailed Audits
- Order Consolidation

To learn more about how OrderDynamics
can help your retail business, visit
OrderDynamics.com or email
info@OrderDynamics.com

