**order dynamics**
Powering intelligent commerce

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

Omni-Channel Commerce

Omni-Channel Commerce seamlessly connects physical retail stores to web stores, call centers and mobile applications through the integration of existing backend systems and technologies. Our Omni-Channel Commerce solutions allow enterprise brick-and-mortar retailers to unify the customer experience across all commerce channels.
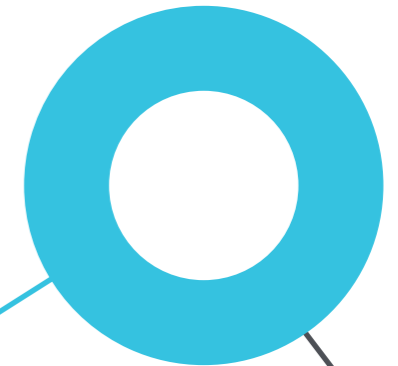
Omni-Channel Commerce

Shoppers have become more sophisticated and savvier than ever before. Consumers are now demanding a consistent and convenient shopping experience everywhere they are. In fact, by 2017, cross-channel sales will encompass 50% of total US retail sales (Forrester). As customers' expectations are constantly being raised, retailers must invest technology that provides agile and scalable support for omni-channel commerce initiatives.

Retailers must begin embracing an omni-channel strategy in order to compete against industry juggernauts like Amazon and Walmart. Other large retailers, like Best Buy and Nordstrom are now dedicated to providing a seamless and integrated cross-channel shopping experience as well. A retail strategy focused on implementing omni-channel is no longer "a nice to have" but a necessity for operating in this highly competitive industry.

> *Begin leveraging your brick-and-mortar footprint today to drive new levels of profitability, loyalty, and customer lifetime value.*
>
> OrderDynamics, 2013

Critical Features and Functionality

OrderDynamics Software-as-a-Service deployment allows for the rapid implementation of industry-leading omni-channel capabilities. Retailers leverage our omni-channel Order Management System and in-store point-of-service application to enable cross-channel fulfillment and multi-channel customer care.

Omni-Channel Fulfillment

Cross-channel order fulfillment is at the heart of executing a true omni-channel customer experience. OrderDynamics Platform supports complex fulfillment scenarios including In-Store Pickup, Ship-from-Store, and Reserve Online. Provide your customers with the most convenient and efficient fulfillment methods for each and every purchase. Cross-channel fulfillment ultimately leads to higher in-store foot traffic, optimized inventory utilization, lower operational costs, and faster order delivery.

Single View of the Customer

Retailers are now adopting a holistic view of their customers by aggregating data and information into a single repository. OrderDynamics built-in CRM tool allows retailers to gain a real-time, 360 degree view of their customers across all channels. A single view of the customer is centered on tracking and analyzing customers' shopping and purchasing behaviour to drive additional sales and relevant marketing. Sales associates across the entire retail network are able to access Customer Engagement Profiles - providing a complete order and transactional summary.

Buy Anywhere, Return Anywhere

Omni-Channel Commerce allows the retailer to accept and monitor cross-channel order returns. Customers are able to return their purchases anywhere, regardless of which channel it was purchased from. The platform has been designed to assist retailers in managing returned products with real-time inventory and accounting reconciliation - our system efficiently updates the retailer's inventory pools and account recordings to reflect all returns. Customized business rules are sued to designate specific stores to be flagged for processing future online orders - eliminating stagnant stock

Cross-Channel Loyalty & Retention

Omni-Channel Commerce has been specifically designed to promote cross-channel loyalty. Retailers with drive increased brand loyalty and customer lifetime value by implementing an all-channel rewards program. The platform is able to integrate with an existing in-house rewards program or incorporate a new third-party loyalty system, such as ProfitPoint and GiveX. Our retention and continuity management suite allows merchants to offer customers subscription-based services (Auto Ship). The Auto Ship module is implemented for customers that make consistent repeat purchases.

Customer Centric Solutions

- Single view of inventory
- In-store pickup
- Ship-from-Store
- Save the sale
- Return in-store
- Unified customer profile
- Multi-channel customer care