

To learn more about how OrderDynamics  
can help your retail business, visit  
**[orderdynamics.com](http://orderdynamics.com)** or email  
**[info@orderdynamics.com](mailto:info@orderdynamics.com)**

## Ship-from-Store

OrderDynamics omni-channel Order Management System and In-Store Point-of-Service Application provide online shoppers with an array of fulfillment options. Our Ship-from-Store Solution allows retailers to seamlessly leverage existing inventory throughout their retail store network to support online order fulfillment. Ship-from-Store is the next generation of online order fulfillment.



# Ship-from-Store

A streamlined order fulfillment strategy is the heart of omni-channel retailing. The ability to leverage inventory from across the entire supply chain and enterprise network can be a major competitive differentiator. A Ship-from-Store solution becomes paramount for retailers with limited warehouse capabilities to support their growing online operations. Fulfilling and shipping online orders from local retail stores ultimately leads more efficient operations and faster delivery.

A Ship-from-Store Solution converts brick and mortar stores into localized distribution centers for online order fulfillment. Once the online purchase is made, the order is passed through the OrderDynamics Distributed Order Management module. The retailer is able to create customized business rules based on individual store-level requirements and inventory reserves. The order is automatically routed to the most optimal store location for fulfillment.



*57% of enterprise retailers view ship-from-store as one of their top three strategic priorities.*

Forrester-OrderDynamics,  
2013 Global Order Management  
Report



# Advanced Features and Functionality

**Ship-from-Store Solution is the ultimate tool for expediting efficient online order fulfillment. Our Software-as-a-Service deployment allows for a rapid implementation with all of the tools and support necessary to manage complex in-store fulfillment scenarios.**

## Retailer Benefits

### Reduced Shipping and Freight

Ship-from-Store dramatically reduces freight costs for national retailers that only fulfill from limited number of major distribution centers. Stop shipping online orders across lengthy geographic distances and begin leveraging inventory from local, regional stores.

### Optimized Inventory Utilization

Fulfilling online orders using in-store stock leads to improved inventory turnover and reduced carrying costs. Our Intelligent Inventory Engine automatically sources products from multiple inventory pools based on custom business rule sets.

### Higher Gross Margins.

Improve average selling price by improving inventory sell-through. Retailers avoid lost revenue to discounted, clearance items by using existing stock to fulfill online demand.

### Stock Out Avoidance.

Eliminate stock outs across digital channels and retail stores by leveraging inventory from across the entire retail network.

## Customer Benefits

### Rapid Shipment.

Shipping orders from local stores that are situated close to the customer significantly reduces order delivery time. Rapid shipment means improved customer service and better brand loyalty.

### Returns Made Easy.

Online shoppers are more likely to purchase from digital touch points when knowing local store locations will accept order returns and exchanges. Build greater confidence with online customers with ship-from-store delivery.

### Store Application

Our in-store point-of-service application supports sales associates designated to online fulfillment. In-store dashboards provide real-time customer data and detailed order information, ensuring accurate product picking every time. Automated notifications alert the customer when their order is ready for pickup. Real-time integration with carriers provides rapid shipping label printing and order tracking number generation.



*More than half of retailers fulfill at least 30% of online orders through stores. Over 30% of retailers use at least half of their stores to support online fulfillment.*

Forrester-OrderDynamics,  
2013 Global Order Management  
Report



## Return on Investment

Retailers achieve a significant return on investment with a Ship-from-Store solution.

Contact our sales team today to learn about unlocking greater cross-channel revenue.