

# Dynamic Order Routing

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## Who Needs Order Routing?

Dynamic order routing is about getting customer orders fulfilled as quickly and profitably as possible. It means knowing where *all* your inventory is located, understanding the costs of shipping from each location and having the flexibility to change priorities on the fly to better manage your business.

Any organization with an omni-channel strategy and 15 or more locations, needs a strong order routing engine. Pureplays (eCommerce only organizations) and small businesses simply do not face the same complexity of a mid to large organisation. Order routing for the small business is simple, if not trivial. When an order is placed the product either ships from the preferred location (manufacturing plant) or ships directly from the distribution center (DC).

Mid to large brands need to contend with inventory found in many locations (multiple DCs, plant, stock locations, 3PL). You also have much larger order volumes, with an extreme number of routing decision - to fulfill in real-time.

Who needs order routing?  
Organizations that want to deliver true omni-channel services.

## How Will It Help My Business?

OrderDynamics' Order Routing helps manage, optimize and improve the profitability of your business. It helps you control your organization by adhering to business rules that you set and prioritize. Your business rules govern how and from where orders are directed to get to a clients and partners. Each rule determines how and from where to efficiently fulfill.

OrderDynamics Order Routing engine can help your brand:

- Leverage stock across your locations
- Reduce shipping costs
- Enhance partner satisfaction
- Balance inventory levels
- Use omni-channel strategies
- Reduce overstock discounting
- Boost inventory velocity
- Improve profit margins

Today's business market is hyper competitive. You need every advantage you can leverage. That means never missing another order due to local stock-outs. It also means working smarter, and routing faster - with the resources you have.

OrderDynamics' Order Routing is the solution you can count on.

## Advanced Features and Functionality

Choosing an order routing engine is critical to your sales strategy. Not only will the right engine manage the millions of daily potential routing permutations, but it can also help you manage your channel effectively. Light weight routing engines can find quick, easy, single rule routes. But, can you count on the results? Can they optimize to match your changing market environment and needs? Your business is complex. You need a solution that makes running your business easier and more efficient.

Do you really need order routing? That depends on how much more you could be saving.

### High Capacity

As you grow you need the power to handle the load. OrderDynamics' engine gives you the power to handle massive routing permutations *and* lets you optimize the routing to your specific business needs - while you are at it.

Built on the Microsoft Azure™ platform, the OrderDynamics SaaS-based engine is built for mass scalability. That means you can rest assured that as a tried and true engine, it will handle even the toughest peak order volumes of holiday buying season!



### Inventory Balancing

OrderDynamics routing engine lets you boost stock velocity in different stock locations when needed. Prioritize overstock inventory locations or 'direct pickup' as your needs change. Reduce slow moving SKUs, and boost inventory turnover across sites.

Order routing helps you balance inventory levels across stock locations, and lets you optimize fulfillment to lower shipping costs.

### Shipment Minimization

Every shipment costs money. OrderDynamics' Order Routing engine knows this and works to keep orders together whenever possible. The system fulfills from the location most likely to provide a single shipment. Yet, you always have the option to turn off this rule when speed is the priority. As business conditions change, shipment minimization dynamically adjusts to your needs.

### Rule Flexibility

OrderDynamics engine lets you build as many rules as your business needs. Don't get stuck with preset rules, or a limit of 10. Define as many rules as you want, set the priorities, then let the order routing engine do the rest.

### Triple Prioritization

Triple prioritization lets users prioritize conditions and actions to meet business needs. Three priority levels are considered for each fulfillment request for optimal results. Drive efficient and profitable fulfillment for the changing dynamics of your business.

### Coding NOT Required!

Change, adjust or tweak routing rules on the fly to suit your needs. OrderDynamics lets you change your business rules *without* having to learn how to code. No expensive consultants required! Change order routing rules when you need to, and as often as your business requires. The intuitive user interface and easy condition setting logic makes small configuration adjustments or major changes a snap!

### Learn About Optimized Order Management

OrderDynamics helps improve your profitability with better customer service, delivery and order fulfillment.

## Core Features

- Intelligent Order Routing
- Layered Priority Conditions
- Unlimited Rule Building
- Intuitive User Interface
- Real-Time Order Reassignment (auto or employee initiated)
- Shipment Minimization
- Easy Condition Setting (ex: "AND" "OR" logic)
- Intelligent Actions:
  - Static Routing
  - Proximity Based Routing
  - Deplete Inventory from Highest Stock Locations
  - Queue Depth
- No Programming Required
- Quick Learn Environment

### Contact Us:

Connect for a quick demo or to discuss how OrderDynamics can help you!

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