Best-of-Breed System or Software Suite?

CIO Guide: Selecting an Order Management System for Omni-Channel Retail Operations

Executive Summary

Selecting between a 'Pre-Integrated' software suite or Best-of-Breed system, for your retail order management system, is not an easy task. This white paper proposes a framework to help think through your needs from business, technology and integration perspectives. It is used for a Best-of-Breed case, and a Suite selection.

Empirically, it reviews research on several industries and their technology choices. Roughly half of the industries took Best-of-Breed solutions, and the other took a software Suite approach.

Broad industry observations did show a pattern of deployment taken by technology leaders. Decision makers gravitate toward Best-of-Breed solutions for areas where the application is:
- Mission critical,
- Computationally intensive,
- Functionally specialized, and
- Backend facing (largely)

For omni-channel retail brands with more than 15+ locations, this report concludes that Best-of-Breed Order Management System are the ideal choice for the organizations success.

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2. What is Covered?

This paper outlines the questions to consider when choosing between a Best-of-Breed solution or a software Suite. It focuses on the omni-channel retail business, specifically focused on order management systems. The following paper outlines a framework to help think through your project choice, and it provides a glimpse at the decision trends of other CIOs from various industries, related and not. To this end, the paper also provides a checklist your decision.

3. Best-of-Breed or Suite?

It is a major decision, with long term implications for your business. That's why you need to consider it carefully, beyond the mere philisophical debate of which is better.

There is no globally better solution in this choice. It comes down to the needs of your business, corporate culture, technical and functional depth requirements, and your experience with integrating specialized functions.

Technopedia defines the Best-of-Breed (BoB) system as "one which is the best in its reference niche or category... it performs specialized functions better than an integrated system."[1] By nature, BoB systems are typically specialized in a particular business area, niche or group of functions. Given this nature, they often have distinct advantages of speed, advanced features, cost, high Returns on Investment (ROI), flexibility, extensibility or other strengths.

A clear example is purchasing and deploying functionally specialized applications like an HR system and a circuit engineering tool. Most would not trust the HR specialized software vendor to also design a completely different software engine with radically different functional needs. Depth of expertise in multiple specialties seldom resides with a single firm.

When there is a high need for power, depth of functional capabilities, or speed from a particular system, Best-of-Breed solutions often prevail. It is especially true if the module, or sub-system in question is not the core strength of the software suite provider.

Software suites are often strong at one core functional area while providing a convenient set of light modules for non-core capabilities.

Here, the value proposition is to offer additional functionality, over and above the main suite specialty.

For many users this is a good solution. It may provide a solid core set of features, with light functions in additional non mission critical business areas. When there are light needs of these peripheral functions, then a suite may be good enough for the client.

Aside from offering additional light functionality outside the core functions of the suite, it also offers an advantage of a common look and feel, throughout. This may be important for user acceptance and adoption.

> Gone are the days when a solution suite for retail was good enough. Omni-channel today means the complexity needs of retail are just too great NOT to have a robust Order Management System.
>
> *Steven Berkovitz, CTO*
> *OrderDynamics*

4. Decision Nexus

To make a choice, consider the model below, shown in figure 1. Considerations include the business needs, technology capabilities, and the integration or implementation cycle. For many parts of implementing a new system, pre-integrated solutions work. However, certain core business needs and areas warrant deeper consideration. The three outlined areas shown in figure 1 merge at a nexus, or connecting point. This nexus or level of overlap represents the area that will help determine whether a BoB or a Suite is better suited to deliver on each core functional area. For some systems, achieving '*good enough*' is fine. For other business areas, specialized needs will be important. The checklist at the end of this paper is meant to help find the balance of your needs and which solution is best suited.

4.1 Consider Business

Business concerns are among the most important considerations. If your business wanted to strengthen its omni-channel retail presence, several components must be integrated to provide that seamless brand experience for clients. It means connecting:

- Ecommerce system,
- Point of Sale (POS) solution,
- Order Management System (OMS),
- Call center,
- Inventory system,
- Warehouse Management System (WMS),
- Enterprise Resource Planning (ERP) system, and
- Order fulfillment solutions (ship-ping, third party logistics, in-store logistics...).

There are many pieces to this puzzle. Here we need to think through the market demand pushing you in this direction, the competition, existing processes already
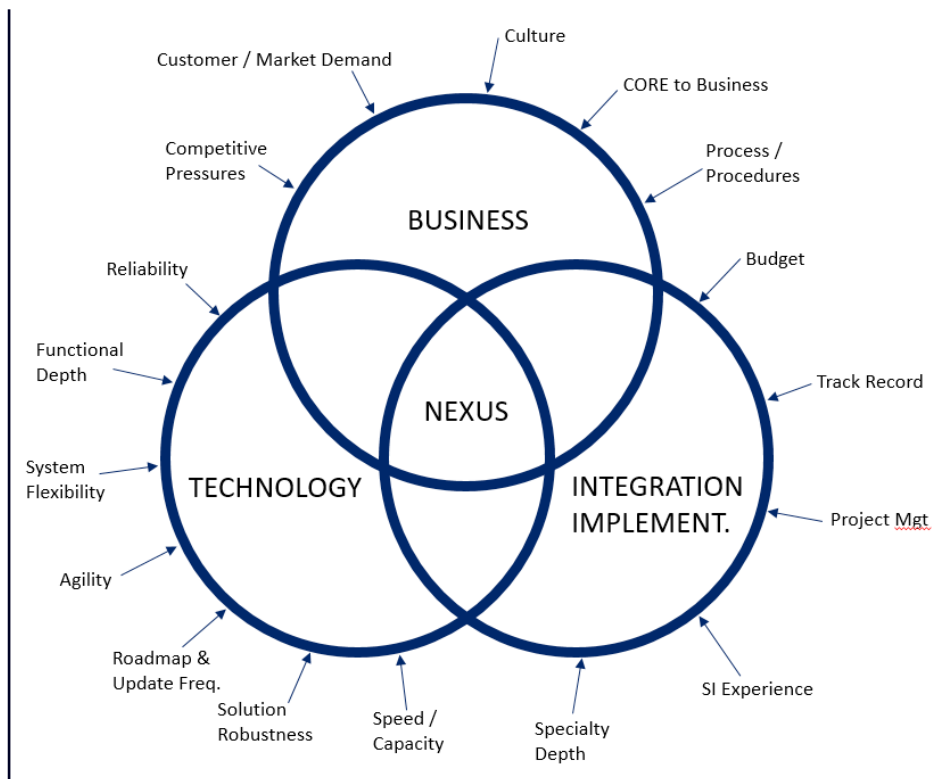
Figure 1: Key Considerations for Software Selection - finding the nexus

working well within your business, which elements are core to your new business model, and the culture of your organisation. For example, if customer expectations are low, limited pressure on speed of delivery, your competitors have not accelerated their omni-channel presence, and optimizing routing options to save on shipping is not a core need - then a specialized OMS might not weigh heavily as a requirement. Perhaps a light OMS will perform adequately; as part of a pre-integrated POS software suite may serve your needs well enough for the time being.

4.2 Consider Technology

The technology itself is another crucial area of consideration. If the specialized functional area is core to your business, then you will want to compare BoB to Suite on the technology side. As a core function of the business, the technology has to provide a rich breadth of features, meet high reliability standards, be flexible enough to meet your business needs, have the agility to adapt to new requirements, and provide the capacity and speed to handle the peak loads thrown at it. You will also want to investigate expandability for future growth in order volumes, and the solution's robustness with backup and fail-over capabilities. After all these considerations, also investigate the solution provider's technology roadmap, and frequency of technical updates. The roadmap should be aligned with the feature needs your business will require or will be able to leverage in future iterations. Remember too that frequency of improvements and updates to the core system, are important. It highlights whether the vendor will keep up with technological advances in their field, bug fixes, and reflect customer needs.

Be the vendor a BoB or Suite provider, the

above aspects apply equally. However, make sure you are doing a like-for-like comparison. A suite vendor may be tempted to gloss over roadmaps and frequency of updates specific to the functional area you are investigating. It is easy and tempting to provide an overall solutions perspective. If this is a core business function and need, ask the detailed feature level aspects, roadmap, and upgrade frequency questions. Otherwise you might compare apples with oranges.

4.3 Consider Integration

Implementation and integration work are a significant aspect of any project. It can make the experience a positive, strong start to the new company initiative. Choosing poorly however, can result in a misfire.

Don't be fooled. Pre-integrated suite solutions will all require an implementation schedule, project management, time, resources and effort. Software suite solutions are not immune to this integration requirement. Here it is important to have an open discussion with the vendors about typical timing of deployments, integration needs, budget required, resources needed on both sides, and your project management.

An important aspect to consider is not just the software's capabilities, but their track record of success and speed of implementations. Are they willing to introduce you to other clients? Have they completed projects similar to yours, successfully? Would their customers choose the vendor again, if they had to redo the project?

4.4 Technology Risk Nexus

The model shown in figure 1 (page 4) is an ideal state diagram. It shows a large

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healthy overlap between the business, technology and integration / implementation side of the project. However, any CIO, CTO or Project Manager knows that projects rarely fall neatly into ideal states.

Instead, figure 2 shows a more likely real-world scenario. Here the brand has a solution with a significant overlap between the business and implementation/integration circles. This product caters well to various aspects of the business functions. It works well for the core business needs, helps adjust to customer demand, competitive pressures, and so on. As a solution it also has the integration aspect firmly in control.

However, there is a clear miss on the technology side. From the perspective of one of the core functional needs, there is a technology gap. Perhaps the flexibility, speed of system and deployment, functional depth, or set of features is just not strong enough. Figure 2 shows this as a low technology overlap, which represents a system risk.

This example can easily represent the signature case of a software suite, for one of the non-core modules. For its core functionality, the software suite model might look more like the overlap shown in figure 3. Here the nexus is very large, with a solid overlap of business, technology and integration requirements delivery.

In this case the core functions of the suite (figure 3) are not in question. It works well for your needs, in that specific functional area. However, it is the suite's non-core functional areas, that represent the risk (figure 2).

If the suite's non-core area is NOT mission critical, then the technology shortfall is not a major risk. The suite might be good enough.
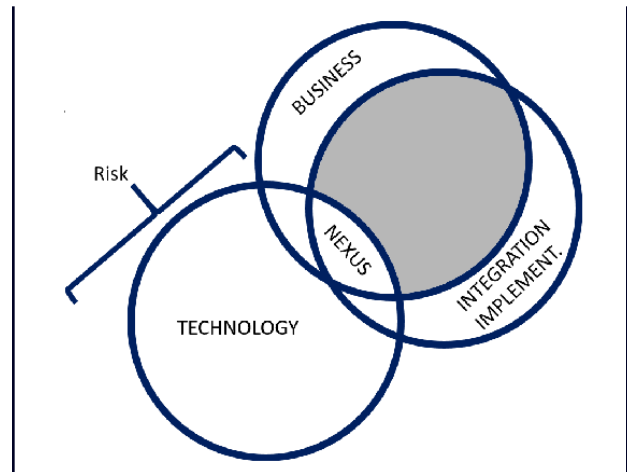
Figure 2: Technology System Risk

Your choice is made - on to the next challenge. However, if figure 2 represents a functional area that is mission critical to the organisation, then consider this an indicator that another solution might be needed.

For a retail example, this suite may be a pre-integrated POS solution, with a light Order Management System add-on. This vendor's solution may perfectly match the client's needs on technology, business systems, and providing full pre-integration - for the core function of dealing with Point of Sale transactions (figure 3). Imagine the retailer to be small with low order transactions and unsophisticated OMS needs. At this point the order management aspect is not a
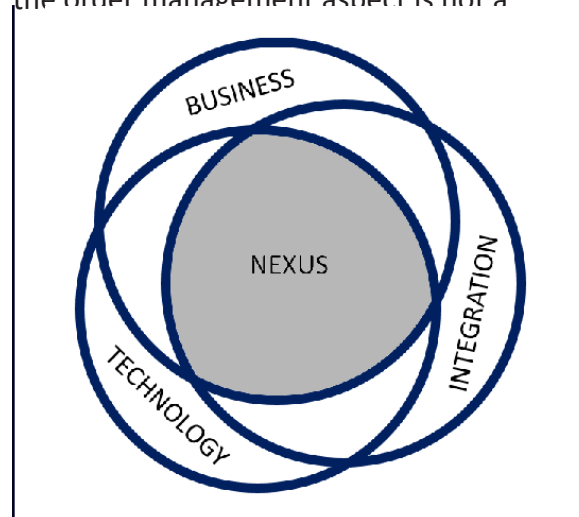
Figure 3: Healthy Solution Nexus

critical component of their business,

for this retailer. Even though the OMS functional area might resemble figure 2, given that OMS is not considered mission critical - the suite solution might be good enough. For their needs a POS centric suite can work. Decision taken.

However, what if this were a high order volume retailer, with intensive inventory visibility and returns management needs? For this omni-channel retailer one of their mission critical needs would not be met. In this alternative case, a POS centric software suite would not be adequate.

4.5 Integration Risk Nexus

Another scenario, shown in figure 4 is that in which the solution covers the business needs well, and provides a robust technology offering for the mission critical requirements. However, in this case, the solution is not pre-integrated, highlighting the integration/implementation consideration as a risk. We term this the Integration Systems Risk.

Like figure 2, figure 4 shows a small nexus, despite the healthy overlap between the business and technology needs and deliverable capabilities. This scenario is reminiscent of a Best-of-Breed systems provider.

At this junction, two options exist for BoB vendors. To eliminate this risk, the vendor can offer their own integration/implementation services, or the project can take on a Systems Integrator (SI). SI's can both eliminate the integration risk, as well as provide valuable industry expertise at connecting various systems together, including legacy systems.

As an example consider a BoB Order Management System attaching to an eCommerce solution. Popular and well

established eCommerce platforms like Magento and Demandware have service cartridges that allow an application to integrate into the platform, with ease. Robust BoB Order Management System often use well established web services to interconnect to various platforms. These are both standard and well understood practices in the systems integration community.
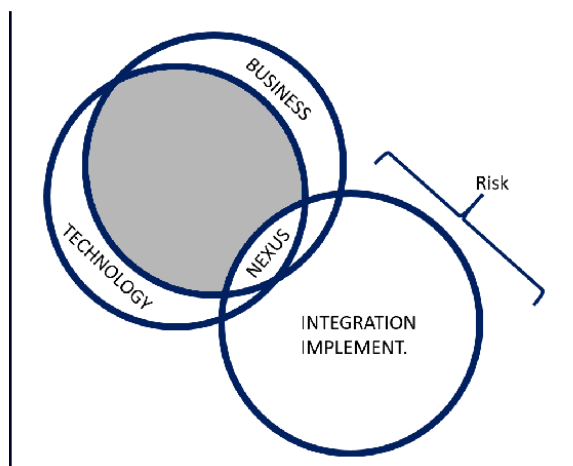

Figure 4: Integration System Risk

5. Systems Integration

As noted, if your choice is to work with a pre-integrated system – then the provider *should* do all the implementation and integration work themselves, with no additional fees or charges. Being realistic, expect to go through an implementation cycle even with a 'pre-integrated' suite. After all, unless you are completely replacing all your existing systems, the suite will have to connect to any specialized infrastructure.

If you work with a Best-of-Breed solution, then you may have chosen to work with a Systems Integrator partner. Best-of-Breed Systems Integrators can be very helpful in connecting to legacy systems, attaching the BoB solution to a Suite, or interconnecting several BoB solutions.

Keep in mind that even for software suites, you may find that working with a Systems Integrator may solve many of your challenges. Suites do not automatically mean the solution is fully pre-integrated and ready to go.

A major consideration is whether the expert solutions have been previously integrated with similar enterprise systems to your own. An example is whether a Best-of-Breed OMS has been previously integrated with the eCommerce platform you are considering. If the configuration is common, then there is a high assurance of a smooth and successful transition, with fewer risk concerns.

Taking this route means you can cherry-pick the best technology to suit your needs. It also lets you choose an integrator that best matches the flexibility your company needs. This is not realistically an option with the pre-integrated suite provider. Best-of-Breed lets you break out of this forced-fit cycle.

When considering your Best-of-Breed vendors, make sure to ask questions about the variety of systems integrators with whom you can work. The more flexibility you have, the greater your leverage on quality of service, assurance of a smooth service experience and even negotiating.

6. Forklift Technology

A recent Forbes article highlighted the third most pressing concern of CIO's to be speed of IT delivery and Time to Market. Steve Andriole beautifully illustrates the point by asking, "*How could it possibly take years to install an ERP system and why does it cost so damn much?*"[2]

A major consideration on the fully pre-integrated system, is whether the vendor's proposal is a complete overhaul of your existing infrastructure. To Andriole's point, what is the cost, time and risk of delivering this approach? By taking this approach, aren't you also throwing out good functional systems that are delivering on your needs?

Forklift technology refers to the desire of many vendors to completely lift out pre-existing systems, in favor of deploying an entirely new systems. No doubt, it is great for the new vendor, but as a client it can be:

- Maximally disruptive (all new to everyone)
- High risk (what if it doesn't work?)
- Costly to replace everything
- Time consuming (do you have 18-24 months to spare?)
- Competitive disadvantage (18-24 months of internal focus rather than customers focus)

This does not even address the high cost of maintenance and yearly or bi-yearly system upgrade fees. The joke with some large scale replacements, is that by the time the system is fully installed, it will be out of date. Comparatively, Best-of-Breed solutions offer clients a stepwise, contained approach to upgrading existing solutions.

A BoB solution can improve the existing infrastructure – even breathing new life into legacy systems. Taking this approach also means a lower risk, more stable upgrade approach.

7. Industry Practices

Philosophically, it all makes sense, but what is the collective opinion of other CIO's?

Best-of-Breed Software Preference by Industry / Segment
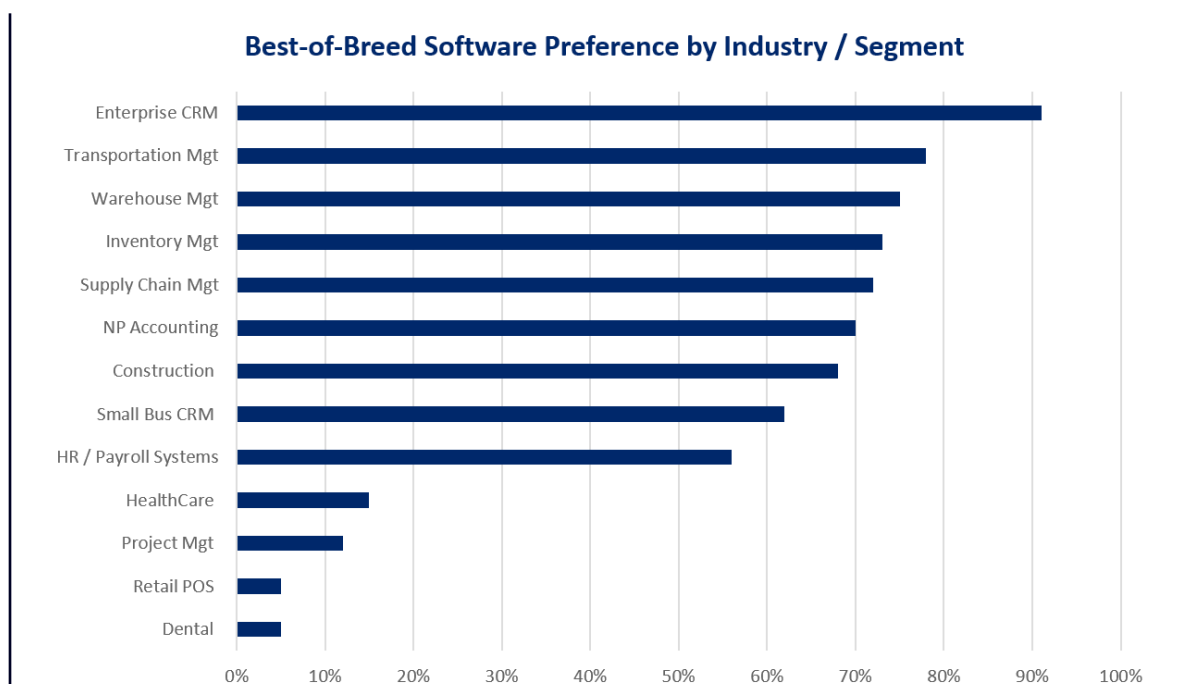
Figure 5: Best of Breed Software Preference by Industry / Functional Specialty Source: 13 Industry specific Software Advice Reports, 2014 [3]

Figure 5 shows the preference and use of Best-of-Breed systems vs pre-integrated software across various industries. These preferences were taken from a series of reports generated in 2014 by SoftwareAdvice. com which is a Gartner company.[3]

Although not exhaustive, the industries shown across figure 5 are a glimpse of the preferences of many technology decision makers for their respective firms. Figure 6 provides a chart view with the numerical conclusions of each report. Diversity of opinion and use of BoB vs Suite, is apparent across industries. It explains why there has not been a generally accepted conclusion to this debate for decades. There is no singular approach. In fact, although not statistically rigorous the sample average across these industries (figure 6), showed 52% in favor of BoB solutions and 48% in favor of software suites. It tells us that technology decisions makers are still divided on which way to go.

Anecdotally, the cluster of industries showing

a preference for Best-of-Breed solutions (>50% preference), are those with highly technical or functionally specialized, back-end areas. Examples are transportation, inventory, supply chain and warehouse management systems.

Functional areas approaching the front end, and customer facing businesses, showed a preference for pre-integrated Suite applications. In other words, the technical details, features and depth of functional-

Industry	S/W Preference		Short URL
	BoB	Suite	
Enterprise CRM	91%	7%	http://ow.ly/f9IS303iLds
Transportation Mgt	78%	18%	http://ow.ly/wMPJ303iLcO
Warehouse Mgt	75%	23%	http://ow.ly/g9Us303iLbM
Inventory Mgt	73%	26%	http://ow.ly/Zxjy303iLb6
Supply Chain Mgt	72%	23%	http://ow.ly/9Gzh303iLap
NP Accounting	70%	23%	http://ow.ly/R9Up303iL8P
Construction	68%	32%	http://ow.ly/NoMW303iL80
Small Bus CRM	62%	37%	http://ow.ly/oykn303iL6V
HR / Payroll Systems	56%	41%	http://ow.ly/SoLM303iL6s
HealthCare	15%	83%	http://ow.ly/YWb7303iL5S
Project Mgt	12%	88%	http://ow.ly/s5p7303iL50
Dental	5%	93%	http://ow.ly/qd0F303iL2j
Retail POS	5%	95%	http://ow.ly/eHDw303iL4h
Cluster Avg	52%	45%	

Figure 6: Best-of-Breed vs Suite Preference[3]

Best-of-Breed System	Mission Critical
	Efficiency
	Profitability
	Computationally Intensive
	Optimization
	Large Database
	Many Permutations
	Functionally Specialized
	BackEnd: Non-Client facing User
Software Suite	Supportive Function
	Not Computationally Intense
	General Use - needs Breadth
	Front End: Client Facing User

Figure 7: BoB vs Suite Choice Patterns

ity were less important than the common look, feel, and access to all relevant areas. In customer facing areas, breadth rather than functional depth, seemed most important.

Even though it is neither rigorous nor scientifically tested the grouped series of reports show an interesting pattern shown in figure 7. The reports showed a preference for Best-of-Breed solutions when the solution was mission critical, computationally intensive, functionally specialized, and largely back-end focused. Back-end being largely non-customer facing areas.

Software suites seemed to be the prefered choice in supportive functions, not computationally intensive, requiring a view to various different areas, and used by front-end, client facing associates.
By a supportive function, the software seemed to provide non-core functionality. In the dentists case, it may administer the patient record, show dental records, administer booking times, and may include insurance provider billing information. However, the system was non-core, as in not directly involved in the dental procedures, guiding the dental examination, or

administering anesthesia.

8. Choice Criteria

What follows are two lists to consider when making a choice on whether to veer toward Best-of-Breed solutions or software Suites. In the case of non-critical functional modules, pre-integrated solutions may be a natural choice. After all, you may seek to get to a 'just good enough' state, with a low risk of error. If the choice goes deeper than this (mission critical areas) consider the point below for your decision process.[3]

8.1 Selecting Best-of-Breed

- It is a critical functional area for the company – requires an optimized and robust solution
- Optimized BOB solution needed for speed, or cost optimization
- Product offers the most features
- Advanced functional capabilities
- Maximum flexibility/adaptability needed for solution area
- Easier to change out vendor
- Reduces risk as full system non-performance (contained risk)
- Upgrade costs focused on a targeted area (just the BoB product)
- Allows maintenance on one module without affecting all systems
- Latest technology in a functional area
- Ease of isolating the Return on Investment of a particular module
- Specialized, depth of expertise training provided to each department/group
- Set up as system of record or can cede control to central database
- Solid features/functions roadmap for mission critical needs
- May add complexity to:

- IT Footprint
- Integration project

8.2 Selecting Pre-Integrated

- Consistent look & feel and user interface throughout
- Clear single system of record
- Risk of single source vendor is not a significant issue
- Single source of responsibility avoids individual vendor conflict on challenges (finger pointing)
- Larger company/Less vendor risk
- Single holistic training
- Single source for billing and business communication
- One throat to choke (on issues)
- Greater risk of functional gaps
- Large scale change for full system
- Risk of paying for functions you will not need or use

9. Hybrid Option

Whether you are for or against either direction, you have a third option. Option three uses the pre-integrated suite for most of your needs. Then for areas critical to your business, opt for a Best-of-Breed solution that integrates into the larger suite. This gives you the best of both worlds. You will have a single look and feel for most of the solution while providing the most advanced technology for specialized business areas. Alan-Pelz Sharpe, VP of CMS Connected, points out that "for 70%-80% of your needs, you should go to a single vendor. ... Yet at the same time recognize particular critical needs within your organization and buy best of breed accordingly to meet those areas' highly specific needs."[4]

Sharpe captures the ideal case. Instead of making a choice - get both! Choose a single vendor pre-integrated solution for the eCommerce, or POS solution, while cherry picking a Best-of-Breed

vendor for the intense optimization functions of the Order Management System, for example.

10. Selecting an Omni-Channel OMS

A retailer already in business and pivoting toward an omni-channel strategy may be tempted to choose a light OMS option that is part of a software suite for their POS, or eCommerce system. This might be adequate for a smaller retailer. Once your retail locations exceed 15 locations, then order management becomes a mission critical function to operating the business effectively, and efficiently.

For mid to large retail organizations, robust order management can be the difference between breaking the bank or breaking a profit. An OrderDynamics OMS Brief on retail order routing[5] showed that a 60 store retailer with one eCommerce site, could face up to 92 Million DAILY order route permutations. Clearly, optimizing these volumes warrants more than a light OMS. Figure 8 shows on a logarithmic scale the explosive growth of possible routing decisions as the size of retail chain grows. Using the OMS as a means of optimizing costs, our previous observations apply.

Figure 8: Routing Permutations by Store[5]

For mid to large retailers, an OMS is mission critical, computationally intense, functionally specialized, and largely a back-end facing system (with several front facing integrated components). Elements like the inventory visibility component provides direct client facing elements. However, the system is largely routing, processing and managing fulfillment behind the scenes.

For systems managing 15+ locations, Best-of-Breed solutions should always be the preferred option to consider for omni-channel retail Order Management Systems.

11. Recommendations

'Pre-Integrated' or Best-of-Breed, the choice can be difficult. This paper laid out a framework for considering your company's needs from a business, technology and integration perspective. Best-of-Breed solutions should be the prime consideration for mission critical and systems touching core functional areas of your business.

A broader look at the actual system choices of technology leaders across industries showed an interesting pattern. Technology decision makers gravitate toward Best-of-Breed solutions for areas where the application is:

- Mission critical,
- Computationally intensive,
- Functionally specialized, and
- Backend facing (largely)

Software suite providers have the advantage of integration and business requirements fulfillment. However, for non-core areas, they often lack on technology front on feature richness, power, solution robustness and future functionality.

Technology, Functionality and Risk Mitigation

Paul Barber of Prophix Systems, an Accounting Best-of-Breed Cloud technology provider, points out three reasons a growing base of firms are adopting BoB solutions. It comes down to technology, functionality, and risk mitigation.

On technology, interoperability standards are improving. Integrating a BoB solution is faster, more reliable and easier than ever. Today, interoperability of systems work between cloud technology, on premise, or their combination.

Using a BoB solution, means you get the industry's best functionality. If you needed a top eCommerce solution, AND also needed an exceptional order management system – why not get both?

Choosing Best-of-Breed components that integrate well, means you leverage the best solutions from developers with extensive domain expertise. It can mean the difference between having to highly customize a mediocre module, or deploy the one that does the job right.

Risk mitigation means that BoB systems don't suffer from being fully dependent on single vendor solutions. Modularity here means that the client can switch out of a costly, or dissatisfying product/service relationship, with greater ease. It puts the onus on the specialty vendor to be attentive to providing excellent service and focusing on results. Given the specialization and limited scope, a BoB system can be more easily replaced with a superior product, without the pain of a full system overhaul.[6]

Best-of-Breed systems have the advantage of covering the business requirements, and fullfilling on the technology for a core functional area. BoB systems have a drawback of not being pre-integrated with other elements of the system. Fortunately, between the vendor and/or Systems Integrators, this shortfall can be easily mitigated.

Specific to omni-channel retailers, the conclusion and recommendation of this paper is to consider the size of your retail business, consider future systems growth and functional needs. Ultimately, for retailers larger than 15 locations, the functional and technical business needs of an order management system are significant. This is a core aspect of running a mid to large retailer, effectively and profitably. As such, for a robust Order Management System, technology should strongly consider Best-of-Breed solutions providers.

12. Checklist

On the next page you will find a weighted checklist. Read each line and consider whether you strongly agree, or disagree with each statement. Circle the number that corresponds with the situation for your retail business, where a 1 is a complete disagreement with the statement, and where 6 denotes your strong agreement.

Add up all lines. Score ranges from 55-108 indicate that a Best-of-Breed solution will best match the needs of your business. A range of 18-54 indicate that a software suite may be an appropriate fit for your retail chain.

If you missed a statement, simply divide your overall score by the number of statements to which you responded. If the score is >3 then Best-of-Breed is your ideal choice. If 3 or less, then the software suite may be adequate for your needs.
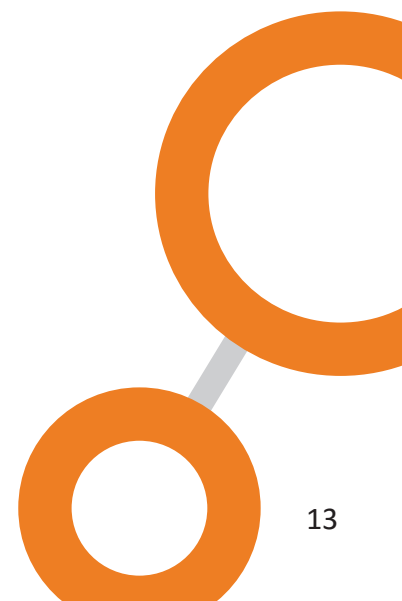
Decision Matrix Checklist:
Best-of-Breed or Suite

	STRONGLY DISAGREE	DISAGREE	SLIGHTLY DISAGREE	SLIGHTLY AGREE	AGREE	STRONGLY AGREE

Business

	1	2	3	4	5	6
System Functional Area is Mission Critical to the Business	1	2	3	4	5	6
Must leverage existing infrastructure (POS, WMS, ERP ...)	1	2	3	4	5	6
There are high competitive pressures to optimize the business	1	2	3	4	5	6
Customer pressures require many detailed features of this system	1	2	3	4	5	6
System must NOT disrupt processes of other business areas	1	2	3	4	5	6
High need for flexibility to adapt to existing business processes	1	2	3	4	5	6

Technology

	1	2	3	4	5	6
Functional depth is a priority (features & capabilities)	1	2	3	4	5	6
System must handle high volumes	1	2	3	4	5	6
Solution must NOT lock me in to a single vendor	1	2	3	4	5	6
The technology is the vendors core capability (main product line)	1	2	3	4	5	6
Need a solid roadmap of future improvements & functions	1	2	3	4	5	6
Technology designed for growth and expansion (extensible)	1	2	3	4	5	6
Technical system depth more important that common Look & Feel	1	2	3	4	5	6
Functional area is computationally intensive	1	2	3	4	5	6

Integration

	1	2	3	4	5	6
Vendor / SI has solid track record with similar tech. integrations	1	2	3	4	5	6
BoB System + Integration is comparable on budget to S/W Suite	1	2	3	4	5	6
Have a tight deployment timeframe (must be operational fast)	1	2	3	4	5	6
Single source for all components is NOT critical	1	2	3	4	5	6

Tabulate Score Here

Scores:
55 - 108   Best-of-Breed Solution Needed
18 - 54   Software Suite will Suffice

There is a clear and well noted resurgence of best-of-breed solutions in the enterprise software markets. A primary driver of this resurgence is the rapid adoption of SaaS or Cloud based technologies, and the standardization of many software interfaces. OrderDynamics is one of these Best-of-Breed providers in the Order Management arena. With considerable depth of expertise and domain knowledge in Order Management, Order Routing, Inventory Visibility, Returns Management, and Systems Integration, OrderDynamics provides the solution of choice for Omni-Channel Retail markets. Integration with solid eCommerce solutions like Demandware, Magento, WebSphere and others, makes OrderDynamics an easy choice. An increasing number of Systems Integrators work with OrderDynamics solutions. Contact us for a referral.

If you are serious about winning in Omni-Channel Retail – you need an OrderDynamics Order Management System.

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Visit   www.OrderDynamics.com   for more information about Order Management Systems and how we can help optimize your Omni-Channel Retail Business

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