ShopVisible™
ecommerce platform

OMS PLAYBOOK

IS YOUR ORDER MANAGEMENT SYSTEM PREPARED TO MEET THE DEMANDS OF TODAY'S OMNICHANNEL CUSTOMER?
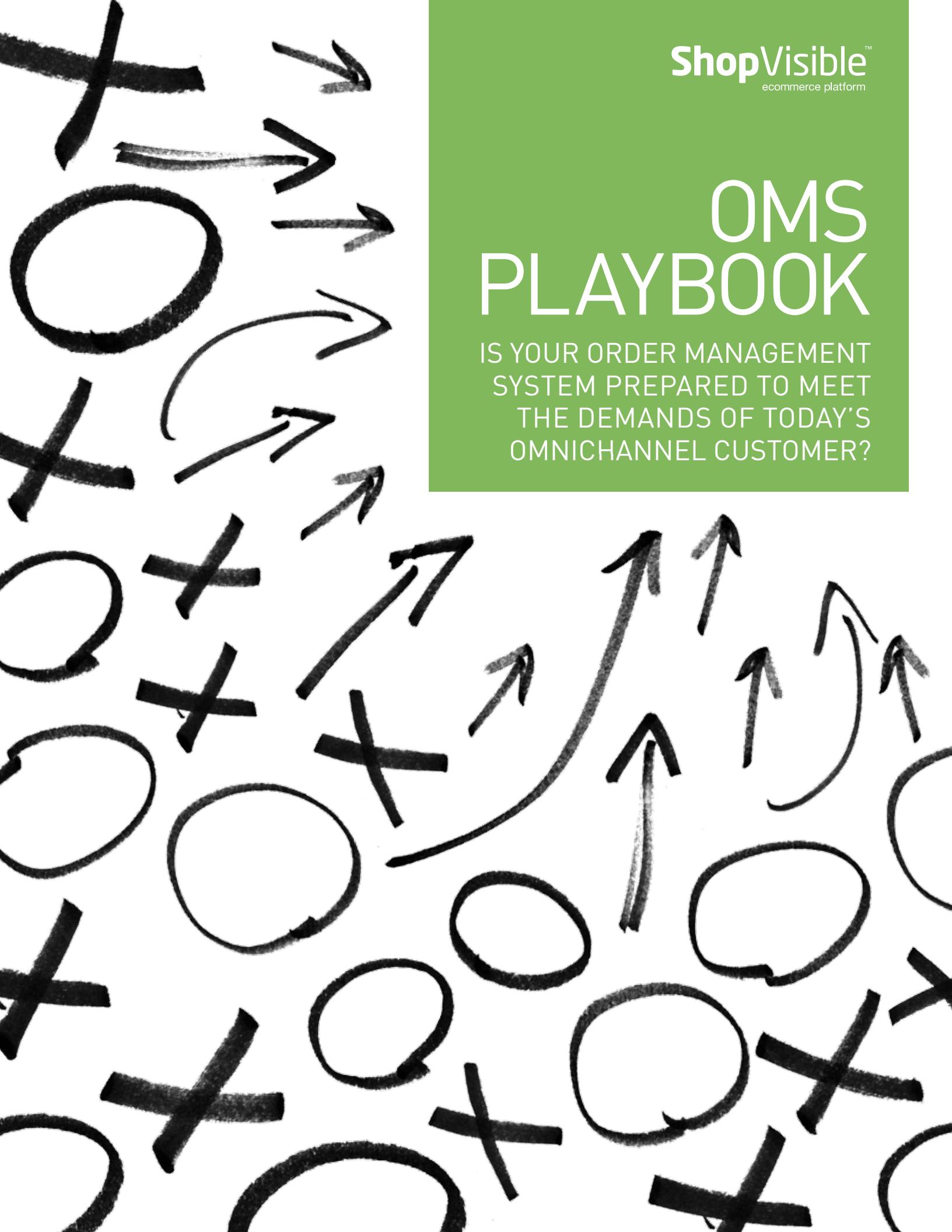
WANT TO COMPETE
IN AN OMNICHANNEL WORLD?
YOU'LL NEED A PLAYBOOK.

And you'll need a play caller. Sitting high in the stadium—with head-phones and computer. Watching the plays unfold. Matching wits with your customers (the offense) and matching them step for step with a (defense). Only you're not pitted against each other.

This is a win/win situation. Anticipate and match your customers' moves and you both come out happy.

Who (or what) is in the coach's box high above the stadium? It's your Order Management System (OMS). The logic that keeps everything together. The intelligence behind your play calling.

Here are five Order Management plays you'll need to make to be competitive in an omnichannel world:

1

BRICK+MORTAR
HANDOFF

OFFENSE

COUNTER

Tony is in an apparel store looking for a medium sized sweater he saw online but wanted to try on in person. It's not in stock. As he is about to head for the exit, he remembers from his visit to the retailer's website that he can search on his own for availability in their stores. Tony pulls out his phone to search online for the sweater he wants.

DEFENSE

MAN TO MAN

After searching the retailer's website, he sees that his desired sweater is available in his size at a store only 15 minutes away. He decides to reserve it online and then proceeds to the nearby store to try it on. It is a perfect fit and he decides to make the purchase along with a shirt recommended online to complete the look.

It's a win/win: the ability to search inventory and reserve online has saved the sale and Tony leaves delighted.

KEY OMS TAKEAWAY

A robust OMS will have real-time visibility of inventory at other stores and distribution centers.

PLAY #2

MULTIPLE OPTION DELIVERY

OFFENSE

SPREADING THE FIELD

Allison needs a new bed and has heard all about the great new mattresses available. On a shopping trip, she decides to check several out at a retail store. The demo did it. She almost falls asleep in the store. But she is overwhelmed by so many choices and she decides to gather information before making such a significant purchasing decision.

She goes to a nearby café and on her iPad reads a bunch of online reviews, checks out prices, specs, even YouTube videos. She decides to buy a complete ensemble online – pillows, mattress, and bed bases. While she really wants to enjoy her new bed now, she is willing to accept delivery later that week to her house. Under one condition: she wants it all to arrive at the same time... no backorders!

DEFENSE

ZONE

Allison never knew (or cares) that all the pieces need to be shipped from different warehouses. Hoever, the OMS knows which pieces are stocked in which warehouses and it makes the decision as to how to best use the network of distribution centers to fill this individual order. Among the many factors being considered in splitting the sales order are inventory levels, delivery time, and freight cost from each of the seller's warehouses.

KEY OMS TAKEAWAY

You need flawless logic to synchronize shipment of a complex order from multiple distribution centers.

PLAY **#3**

MOVING THE
GOALPOSTS

OFFENSE
AUDIBLE

Let's face it, Will is a fussy shopper. He buys all his clothes online and is very loyal to one online retail site for his fashion needs that sells their own clothing brand and other complementary products, such as footwear and accessories, for example. He enjoys the added flexibility of ordering New Balance sneakers to go with the slacks he has just bought. Warning: If the shoes don't fit perfectly or have flaws, he will return them in a heartbeat. He also has been known to change his mind after ordering, and change a quantity or size after the fact.

DEFENSE
BALANCED
LINE

Using drop shippers, allows retailers to provide a complete, balanced product offering including "accessories" or related products from third parties to round out their product catalogs. In this case, the OMS has the ability to efficiently handle Will's drop ship order exceptions (changes, cancellations, damages, lost orders).

KEY OMS
TAKEAWAY

An omnichannel-ready OMS must be able to understand dissimilar drop shipper data formats, order processing, account setup and billing practices

DROP SHIP
BLITZ

OFFENSE
FIND THE GAP

Melissa is a B2B buyer for a large fast food chain. She is very busy and doesn't tolerate a lot of fluff when she's online. An aggregating "superstore" is the place for her and her B2B purchasing needs. She knows her business well, and she has high expectations for the site, no matter how obscure the product.

DEFENSE
FILL THE GAP

What Melissa doesn't realize (or most likely care about) is that the superstore where she does all of her business purchasing holds no inventory itself, because it carries products fulfilled by multiple drop shippers. It uses a scoring system to determine the best drop shipper for any given order. The order mix might also dictate the best option.

KEY OMS TAKEAWAY

A true omnichannel OMS must be able to store multiple suppliers with varying inventories at different levels to optimize fulfillment of orders

OFFENSE
HURRY UP

Today's savvy shopper uses all channels available to them, even multiple ones for one purchase. They won't wait for a play to be called. They want to go online and quickly serve themselves, gleaning pricing, availability and delivery times from your ecommerce site. Based on that information, they'll place their own orders and choose how they want to receive them, whether in store or shipped directly to them. Time and convenience are critical factors to their satisfaction.

DEFENSE
PREVENTION

Integration is key. Keep in mind that your OMS system should be completely integrated with all types of systems, such as your ERP or financial systems, marketplaces such as Amazon, Buy.com, and eBay, as well as comparison shopping engines, like NexTag and PriceGrabber. Specifically in complex B2B environments, your OMS must be able to access pre-negotiated price lists, contract terms, configurations and more. Then it must match all this up with available inventory and shipping options and execute the order.

KEY OMS TAKEAWAY

Whether you are a retailer or manufacturer, your OMS must be able to work with whatever systems you have in place to provide the type of omnichannel buying scenario your customer wants. Otherwise you're flying blind.

TO WIN THE OMNICHANNEL GAME, PLAY WITH A WINNER:
SHOPVISIBLE

Whether you sell to businesses, individual consumers, or both, coming from a marketplace, store, mobile device or website, ShopVisible's Order Management System serves as your central commerce hub to manage all orders throughout their lifecycle, from order initiation to fulfillment and back again (RMAs).

For more information, visit us at www.shopvisible.com

ShopVisible™
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