Need to Unify Commerce?
Look to Order Management.

Why is OMS in the cloud is the key to agile,

profitable, customer-centric commerce

Presented by:

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ATLANTA | MARCH 9-12
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Abstract:

To remain competitive and deliver a consistent, stellar brand experience, omni-channel organizations must rapidly enable agile, customer-centric commerce across the enterprise. A next-gen OMS on a unified commerce cloud platform is the lynchpin solution providing enterprise inventory visibility, optimal order orchestration and enabling your company to deliver personalized experiences and buy/fulfill/return anywhere commerce.

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Agenda

- Introductions…
    - Omni-Channel to Unified Commerce…
    - What is an Order Management System (OMS)?
    - How does an OMS increase revenue?
    - How does an OMS increase profits?
    - How does an OMS improve the experience of the customer?
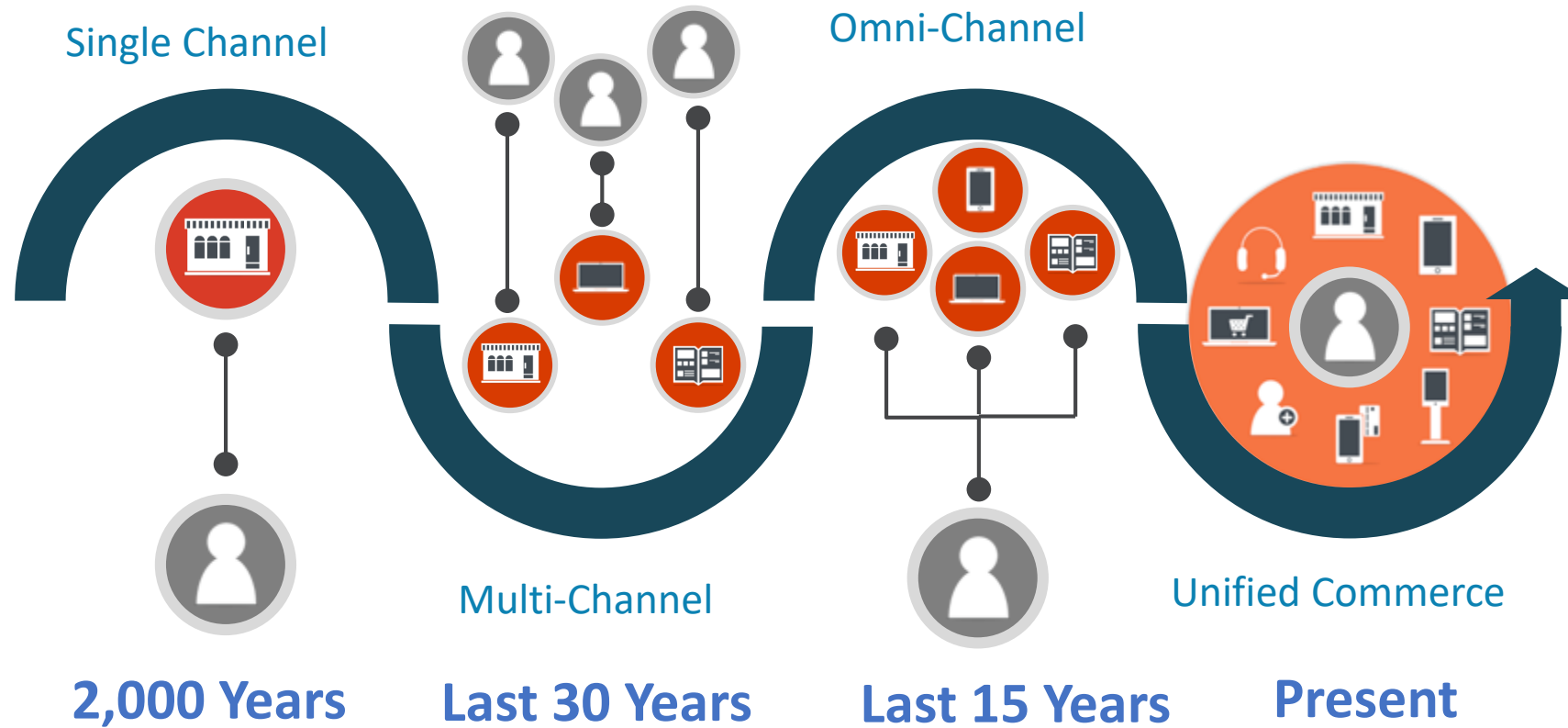   - How does an OMS provide a single view of the customer?

Panelists

Steve Congro

Sr. Director of Omni-Channel Applications

Saddle Creek Logistics

Jim Barnes

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CEO

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Commerce is Rapidly Changing

Single Channel

Omni-Channel

Multi-Channel

Unified Commerce

2,000 Years　　　**Last 30 Years**　　　**Last 15 Years**　　　**Present**

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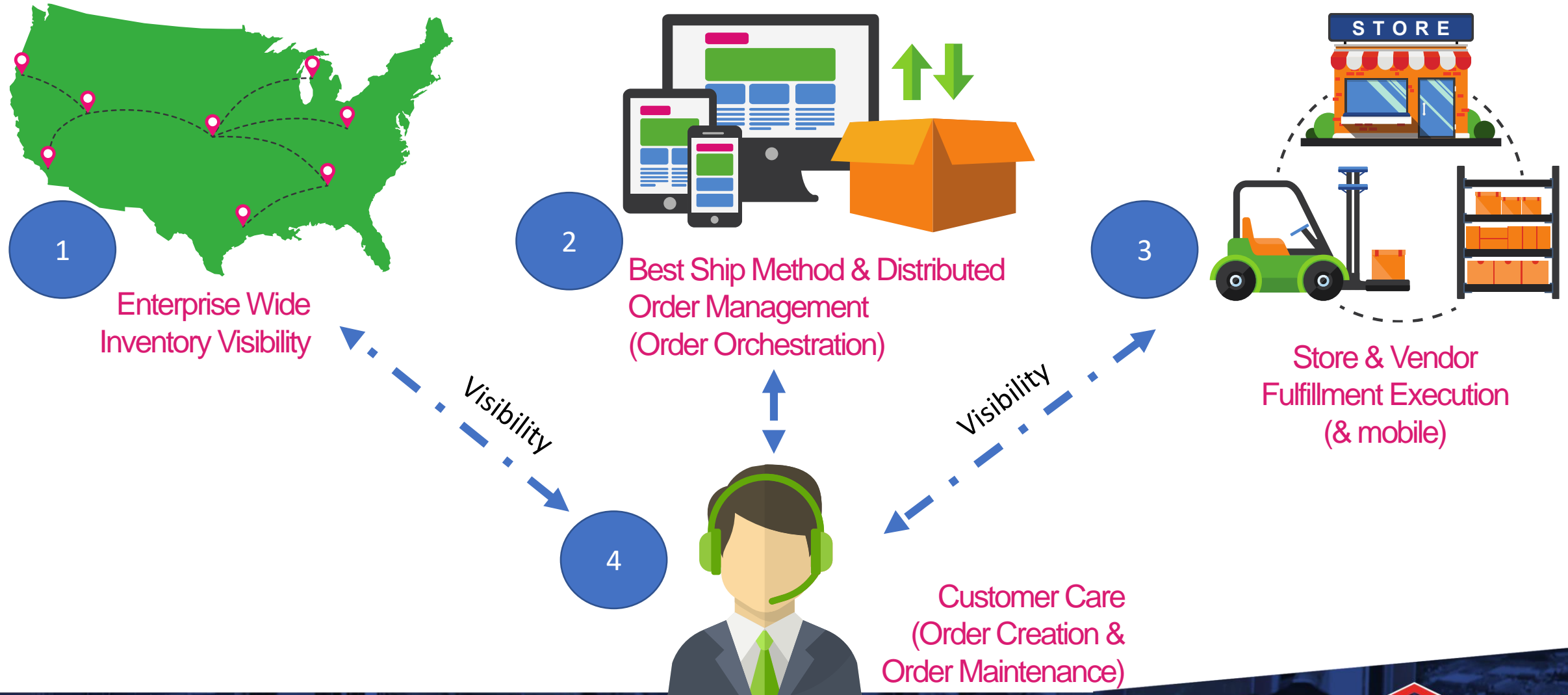
What is an OMS

Order Management Systems defined:

A platform or application that brokers D2C or B2C orders to optimize cost of the order (profitability) and balances service (customer experience).

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The Challenge = Opportunity

- ▪ "Omni" challenged
  - • Increased Points of Interaction (POIs)
  - • Increased Points of Fulfillment (POFs)
  - • Synchronized pricing, promotions, inventory, etc. across channels
  - • Competitiveness / Profitability
- ▪ Increasing customer expectations
- ▪ Lack of inventory visibility across enterprise
  - • Retail store inventory
  - • Endless aisle/ expanded assortments/vendor drop ship

- • Non-optimized order orchestration/routing for selecting best fulfillment source
- • Complex integration requirements
- • Limited order & fulfillment status visibility
- • Lack of ability to manage by exception
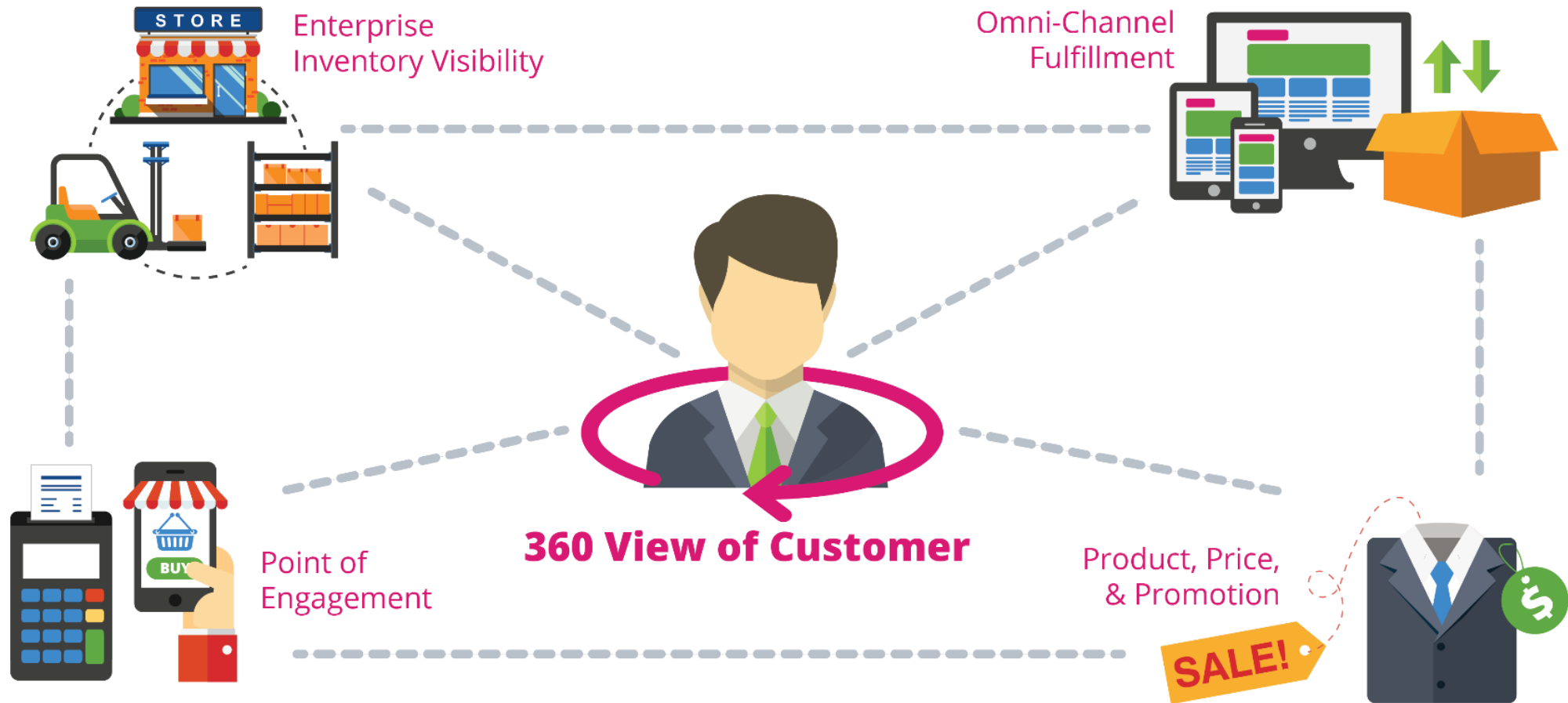- • Manual intensive supplier collaboration
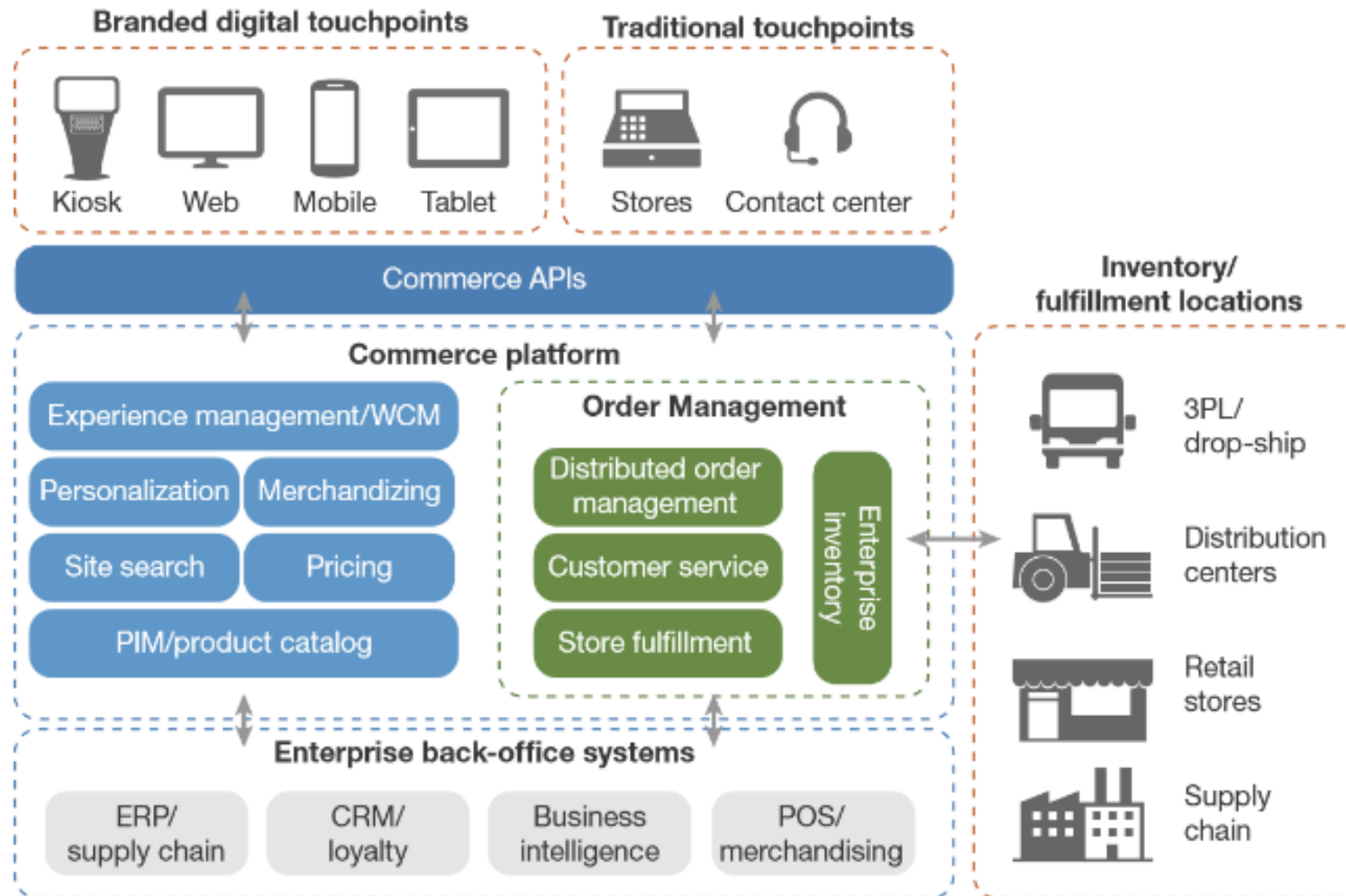
What does the OMS Solve?

1 Enterprise Wide Inventory Visibility

2 Best Ship Method & Distributed Order Management (Order Orchestration)

3 Store & Vendor Fulfillment Execution (& mobile)

4 Customer Care (Order Creation & Order Maintenance)

Visibility

Visibility

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360 Degree of View the Customer

Enterprise Inventory Visibility

Omni-Channel Fulfillment

360 View of Customer

Point of Engagement

Product, Price, & Promotion

SALE!

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Where does OMS Fit.....?

CAPTURES ORDERS FROM ANY DEMAND SOURCE → ORCHESTRATES ORDERS → FULFILLS FROM ANY INVENTORY SOURCE

Demand Sources (left):
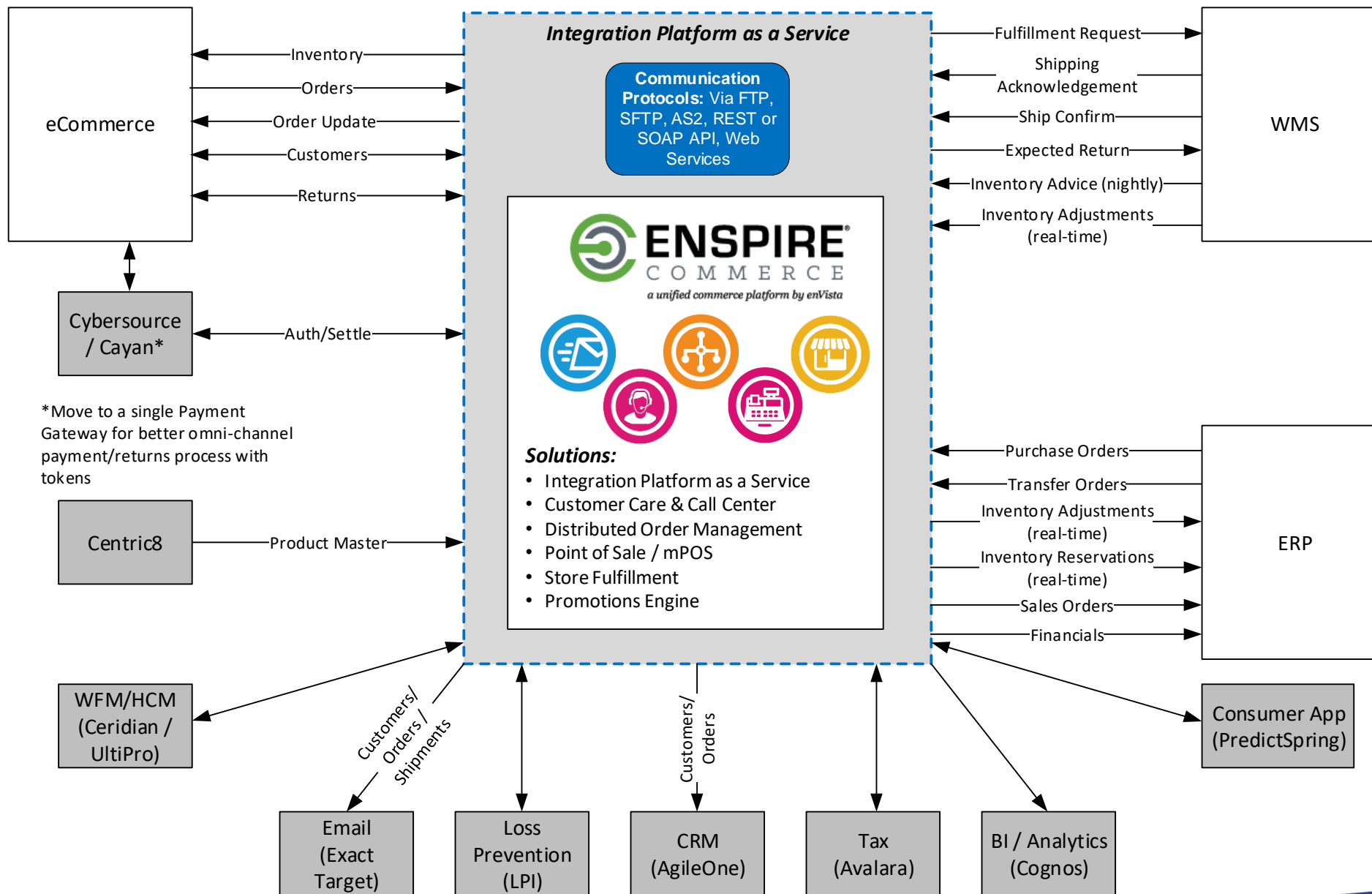- e-Commerce
- Marketplaces (ebay, amazon.com, jet, Etsy)
- EDI
- Point of Sale

Inventory Sources (right):
- Distribution Center
- 3PL Location
- Vendor Drop Ship
- Physical Store

Center: enVista OMS — INTEGRATION FRAMEWORK

- Enterprise Inventory Visibility
  - ✓ Customer
  - ✓ Item
  - ✓ Inventory
- Order Orchestration
  - ✓ Order
  - ✓ Payment
  - ✓ Fulfillment
- Call Center / Customer Care
- Store & Vendor Fulfillment

- ERP
- Payment Processor
- Loyalty Solution
- Marketing Solution
- CRM

Item / Inventory / Orders / Shipments

Inventory / Shipments

INTEGRATION FRAMEWORK

Communication Protocols	AS2, SFTP, API, etc.
File Formats	XML, JSON, EDI, CSV, etc.

Hype or Necessary?

Integration First Approach

Leveraging an integration frame-work on the same Code Base to translate, route, Transform and validate data Between endpoints…..
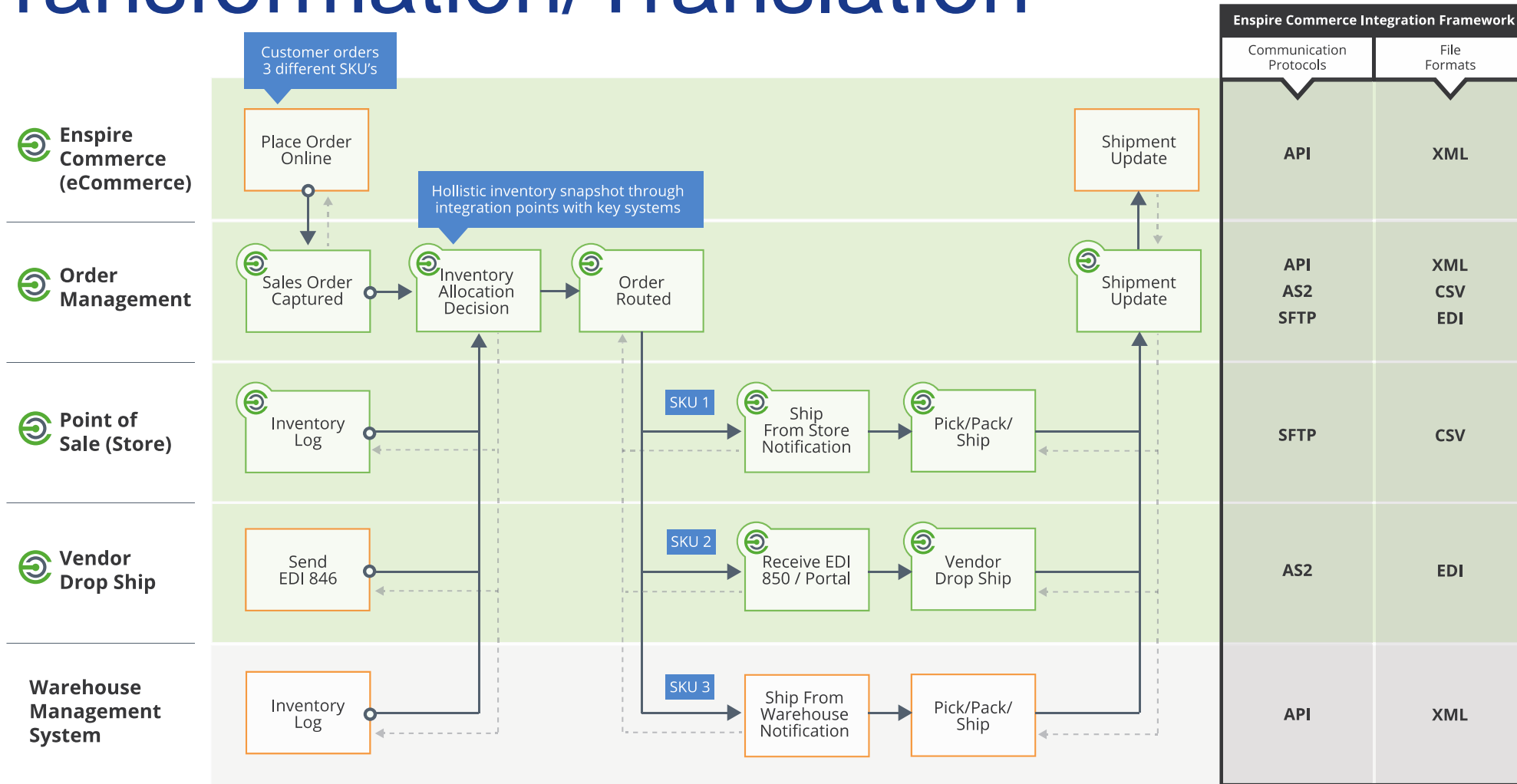

Business Process Objects

Integration Platform as a Service

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Need to Solve for both Order and Data Transformation/Translation

Enspire Commerce Integration Framework

	Communication Protocols	File Formats
Enspire Commerce (eCommerce)	API	XML
Order Management	API AS2 SFTP	XML CSV EDI
Point of Sale (Store)	SFTP	CSV
Vendor Drop Ship	AS2	EDI
Warehouse Management System	API	XML

Customer orders 3 different SKU's

Hollistic inventory snapshot through integration points with key systems

Enspire Commerce (eCommerce): Place Order Online → Shipment Update

Order Management: Sales Order Captured → Inventory Allocation Decision → Order Routed → Shipment Update

Point of Sale (Store): Inventory Log → SKU 1 → Ship From Store Notification → Pick/Pack/Ship

Vendor Drop Ship: Send EDI 846 → SKU 2 → Receive EDI 850 / Portal → Vendor Drop Ship

Warehouse Management System: Inventory Log → SKU 3 → Ship From Warehouse Notification → Pick/Pack/Ship

Key OMS Functions

- Multiple Sales Channel enablement
  - eCommerce, Call Center, Marketplaces, stores, Wholesale, etc.
  - Cross-channel order & fulfillment visibility
- Multiple Fulfillment Sources
  - Leverage inventory across multiple fulfillment sources
  - Warehouse(s), Retail Stores, Dropship Vendors, 3PLs
- Inventory Segmentation by singe location and across one or many Sales Channels
- Intelligent Order Routing
- Distributed fulfillment across warehouse(s), store(s) and vendor(s)
  - Customer segmentation
  - Fulfillment prioritization
- Carrier rating integration (Best Ship Method)

Expectation Management

Pre-Shipment Expectation

DC Locations

Sites	Inventory		
	Product 1	Product 2	Product 3
DC 1	23	61	5
Store 1	0	2	3
Store 2	3	0	0

Inventory Counts Per Location

Best Ship Options Based on DC Locations and Inventory

The Future of Leveraging AI

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Which Store to Fulfill From to Optimize Profit, Cost and Service

Demand Source	Product A	Product B
Omni	1	0
Store 1 (ST)	.2	.7
On Hand QTY	3	5

Demand Source	Product A	Product B
Omni	1	1
Store 3 (ST)	.6	.2
On Hand QTY	10	5

Demand Source	Product A	Product B
Omni	1	0
Store 2 (ST)	.7	.1
On Hand QTY	2	10
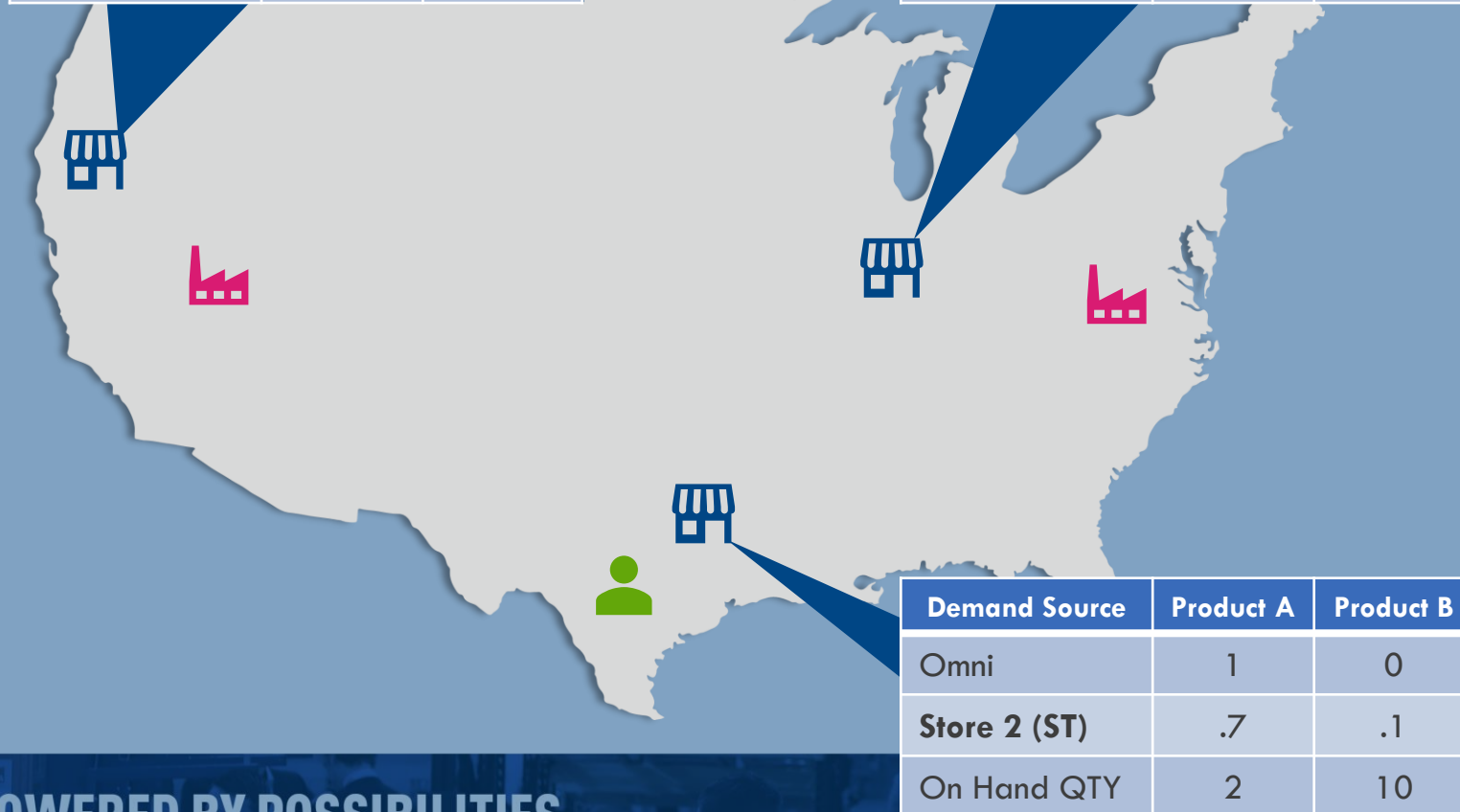
LEGEND

Store

Distribution Center

Customer

ORDER ID 1

Product A – QTY 1
Product B – QTY 1

Obvious Answer - Ship from Store 2, but using predictive analytics, the store is going to sell through the 2 on hand (walk in customer). Customer SLA is 3 days, ignore store 1 (4 day transit), no inventory in the DCs, look at store 2. High ST for SKU A, and on hand is high, ST for SKU B is low, but On Hand is low and most forecasted not To sell. Allocate order to store 3, vs 2. Although the trans cost may be higher From store 3, the mark down possibility is high.

Post-Shipment Expectation

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