5 MINUTE GUIDE TO:

DISTRIBUTED ORDER MANAGEMENT

BRINGING NEW RULES TO THE GAME

FULFILLING CONSUMER EXPECTATIONS WHILE OPTIMIZING COST-TO-SERVE
ORDER MANAGEMENT -
A DELICATE BALANCING ACT

Meeting today’s customer fulfillment demands has changed the game for retailers. The rise in eCommerce and dynamic fulfillment approaches has intensified the race to satisfy and retain loyal customers.

How do you strike a balance between meeting customer fulfillment demands while controlling costs? In this environment of growing sales and managing multiple delivery channels, relentless competition and tighter margins, success hinges on how well your supply chain can provide optimal inventory availability.
HOW DO YOU ENSURE INVENTORY ACROSS ALL CHANNELS?

#1

Opportunity for retailers: **optimize fulfillment** based on the **most profitable** inventory opportunity

In an omni-channel environment, inventory availability requires that retailers and suppliers have supply chains and systems that connect across channels:

- Unified
- Collaborative
- Transparent
DISTRIBUTED ORDER MANAGEMENT - NEW RULES FOR RETAIL

Many retailers struggle to manage orders across varied systems and channels - checking forecasts, supplier inventories, warehouse stocks, online orders and many other moving parts. This disjointed approach is time consuming and prone to errors.

Imagine having it all in one place. A single system that automatically executes fulfillment based on what you have, what you need, where it needs to go and what the future holds – all orchestrated by a set of intelligent rules.

Defining Distributed Order Management

The purpose of a Distributed Order Management application is to allow retailers and Consumer Products companies to maximize order fulfillment while balancing two constraints:

- The customer expects their order to be fulfilled on time and in full.
- The company wishes to meet these customer expectations but at the lowest possible cost of order fulfilment.
DISTRIBUTED ORDER MANAGEMENT

Yesterday’s Order Management Solutions Fall Short

While traditional order processing includes order entry, order staging, an inventory allocation rules engine, pricing and invoicing, Distributed Order Management takes it to a whole new level.

Next Gen Order Management

Distributed Order Management layers logic into order management with a rules engine to automate execution, accelerate response times and improve decision-making.

What happens if there are order changes, supplier availability issues, or a spike in demand? With total inventory visibility across all channels, Distributed Order Management orchestrates the right moves. It simplifies the process of sourcing and will alert you when issues arise.

Imagine having current and future information at your fingertips to address the dynamic changes across every channel and every aspect of the supply chain.
TO TRULY SCALE THE FULFILLMENT OPERATION TO MEET CONSUMER DEMANDS FOR SHORTER FULFILLMENT LEAD-TIMES AND TO DO SO PROFITABLY, RETAILERS MUST INCLUDE DISTRIBUTED ORDER MANAGEMENT INVESTMENT IN THEIR FULFILLMENT STRATEGIES.²
CHECKLIST FOR SUCCESS

5 critical elements of an Distributed Order Management solution:

1. Unify inventory management across all channels
2. Manage order types and channels in one place
3. Provide real-time visibility of demand to manage vendor, store and customer orders
4. Prioritize tasks and optimize inventory performance
5. Utilize a system that necessitates inventory availability
If your eCommerce orders come into a separate system from your brick and mortar stores, how will you effectively manage inventory across channels? If there is not enough inventory in the warehouse, then you must determine priorities. It requires knowing the total picture.

Distributed Order Management solutions unify inventory management visibility across all channels.

• View inventory availability across the supply chain to select sources depending on factors that matter most – lead time, freshness, lower cost and more.

• Split multiple product order fulfillment across locations based on availability.

• Use product returns in one channel for order fulfillment in another.

Distributed Order Management makes order management simple, automated and dynamic.
With seamless integration to bring together orders across every channel, retailers need powerful tools to optimize fulfillment, shipments and routing. For example, Distributed Order Management simplifies using near shore inventory such as Advanced Shipping Notice stock for order fulfillment.

Imagine having access to view demand in real-time with everything at your fingertips to orchestrate orders and ensure optimal inventory performance. Distributed Order Management provides one platform for synchronizing every aspect of supply chain activity – globally.

Having a single repository of all consumer orders helps you:

- Track an order through its entire lifecycle.
- Fulfill pre-orders and back-orders according to priority rules.
- Modify or cancel orders between receipt and dispatch.
PRIORITIZE TASKS AND OPTIMIZE INVENTORY PERFORMANCE

The beauty of a Distributed Order Management system is the heavy lifting is performed in the background. It applies rules to define order source and priorities for orders, locations, picking and substitutions to automate order fulfillment from inventory sources across multiple selling channels.

When issues arise such as shortages, Distributed Order Management has constant forward-looking visibility to look at demand and availability of inventory. For instance, it will automate replacements of out-of-stock items in orders with other pre-determined items. It also simplifies intervention to manage exceptions.

UTILIZE A SYSTEM THAT NECESSITATES INVENTORY AVAILABILITY

There is a way to strike the balance between meeting customer fulfillment demands while controlling costs. Distributed Order Management provides visibility and intelligence to control orders and inventory across the entire supply chain to deliver optimal inventory availability – across EVERY CHANNEL. These new rules have changed the game.
A PROVEN SOLUTION

SR Distributed Order Management

SR Distributed Order Management helps retailers manage orders and fulfillment across any channel – ensuring accuracy and providing convenience to customers.

If you would like to take your current order management system into the next generation, look to SR Distributed Order Management.

Contact us to learn how SR Distributed Order Management can work for you.

Symphony RetailAI is the leading global provider of Artificial Intelligence-enabled decision platforms, solutions and customer-centric insights that drive validated growth for retailers and CPG manufacturers, from customer intelligence to personalized marketing, and merchandising and category management, to supply chain and retail operations. Symphony RetailAI is innovating rapidly to drive faster, more profitable decisions through AI, machine learning and voice technologies. We are trusted by over 1200 organizations including 15 of the world’s 25 largest grocery retailers, thousands of retail brands, and hundreds of national and regional chains worldwide to help solve their toughest business problems, through AI-powered customer intelligence and retail solutions.

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APPENDIX