

How Oracle Order Broker & OMS can help achieve true **omni-channel capabilities?**

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In the era of omni-channel, flexible fulfillment programs such as click & pick and click & return are fast becoming a de-facto standard in mature retail markets. Smart retailers have developed the capability to respond promptly to the appetite of modern day shoppers to have their products delivered as quickly and as inexpensively as possible while providing self-pick-up and hassle free return options. And with this, they have permanently redefined the fundamentals of supply chain management and order fulfillment strategies.

To power such Omni-channel cases, the need of the hour is a robust Order Management System (OMS) that can seamlessly integrate various order and fulfillment channels and also provide enterprise-wide visibility throughout the retailer's extended supply chain nodes.

As supply chains increase in complexity, so do Order Management Systems. The most complex and comprehensive of them all – Sterling Commerce from IBM is a good fit for large retail enterprises where tens of millions and multi-year transformation programs have delivered value.

However, mid-sized retailers with tightening budgets are seeking more flexible alternatives that demand significantly lesser capital investment and shorter deployment cycles. That's where **Oracle's recent offering of Order Broker + OMS comes in.**



It's a two part solution, a combination of Order Broker and Order Management System. Order Broker helps to prioritize and choose the right fulfillment node while order management collects and keeps track of orders throughout the life cycle.

The best part is that Oracle offers these solutions on cloud, thereby reducing the **implementation time down to <6 months and driving down costs to a fraction of the cost of traditional infrastructure.**

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AN INTRO TO ORACLE OMS & ORDER BROKER SOLUTIONS

Oracle Retail Order Management System Cloud Service provides end-to-end order lifecycle management for many leading retail brands. It allows retailers to add/update and leverage a comprehensive view of customer information across multiple channels. Retailers can therefore provide outstanding service and delivery.

Oracle Order Broker, on the other hand, is a distributed order broker and drop ship software solution that provides automated access to real-time inventory information to ensure each transaction gets completed on-demand through cross-channel fulfillment methods. The solution allows retailers to set priorities and rules to decide the right fulfillment channel based on customers, stores, pricing and merchandizing.

These tools integrate easily into other Oracle Omni-channel solutions like Store (Xstore), Inventory Management (SIM), eCOM (OCP) and Customer Engagement solution. This allows a single vision of customer, inventory and orders to build a complete Omni-channel solution. Furthermore, these cloud based solutions get up and running quickly while minimizing total cost of ownership.

BENEFITS OF OMS & ORDER BROKER



FRICTIONLESS CROSS-CHANNEL INTEGRATION

Since there is tremendous convergence from a channel standpoint in the current retail environment, tools such as these are a must-have for winning retailers.

OMS can be easily integrated across virtually all touchpoints such as retail stores, the website, mobile devices, catalogs, the contact center and kiosks, thereby allowing retailers to coordinate the increasingly diverse ecosystem and manage all aspects of direct commerce. Orders and other system activities can be processed without interruption.

Order Broker helps retailers figure out the source and flow of inventory and oversee the flow of inventory throughout the supply chain. Real time access to information about inventory levels by way of data consolidation from disparate systems ensures smooth capture and fulfillment of orders. Such Endless Aisle capabilities would meet customer expectations and deliver revenue growth.



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SINGLE VERSION OF TRUTH

To pull off an omni-channel strategy, retailers need a single version of truth for inventory, orders, payment processes and returns across channels and across the entire enterprise. **By making it radically easier to gain real-time visibility into inventory and customer activity throughout the transaction lifecycle, these tools allow retailers to gain enterprise-wide visibility.**

Change in customer's shipment address? Addition of a new item to an existing order? Goods damaged in the warehouse or in transit? With an enterprise-wide system, adjusting order changes and updating the new information to customers is no longer a vexing proposition.

Similarly, store associates and call center agents armed with a meaty profile snapshot of a premium customer in front of them, can not only help the customer with his/her current needs but also extend hyper personalized offers or discounts that boost customer loyalty.



COHESIVE CUSTOMER SERVICE FOR TODAY'S CONNECTED CUSTOMERS

Omni-channel tenets such as the ease of moving seamlessly between channels, real time service, back-order notifications, hassle free returns, speedy delivery and timely access to information are of critical importance for providing improved customer satisfaction.

Oracle Order Broker and OMS provide a way to not only enhance fulfillment and efficiency but also enable retailers to create a unified customer experience, regardless of whether they place an order in-store, online, through the call center or any other channel.

IMPLEMENT TECHNOLOGY THE RIGHT WAY BY TEAMING UP WITH ASPIRE



With its strong retail consulting and technical expertise, Aspire Systems provides a wide array of services to mid-sized and growing retail enterprises in the context of IT solutions. Our services include consulting, product implementation, managed services, integration and training.



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