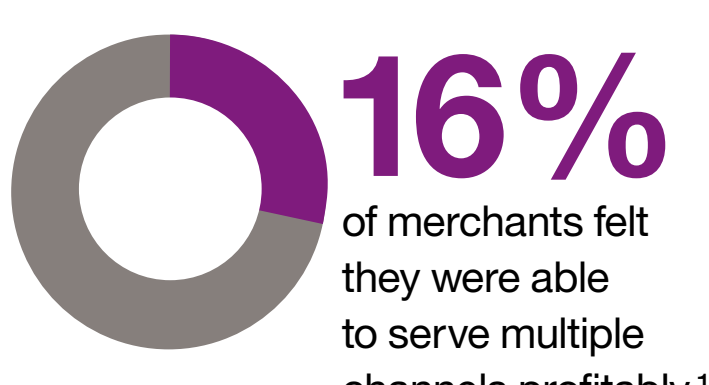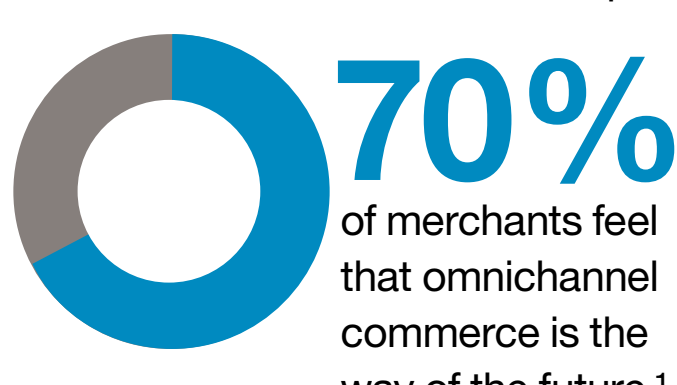# Fulfilling the promise of
omnichannel retailing

The goal of omnichannel retailing is to provide the same shopping experience across multiple channels. Making the right offer to the right person through the right channel can ensure a great customer experience, but your back-end operations need to be up to the task of fulfilling orders. With the right systems in place, you can seamlessly synchronize consumer engagement with supplier engagement.

However, PricewaterhouseCoopers found that:

70% of merchants feel that omnichannel commerce is the way of the future.[1]

16% of merchants felt they were able to serve multiple channels profitably.[1]

Coping with the impact

Building a profitable omnichannel commerce operation can challenge everything from supply chain management to marketing and order fulfillment. When retailers transition to an omnichannel model, these issues can affect back-end processes:

- Brick and mortar stores often carry less or different inventory than the online store.
- Stores must act as fulfillment centers for online orders and for other nearby stores.

- Rising consumer expectations require faster cycle times.
- The location of the closest inventory must be evaluated to coordinate drop-shipping.

- Demand-planning systems drive real-time signals through the retailer's supply chain.
- Demands for value-added services must meet promotional offerings.

Re-engineering fulfillment

Retailers are aggressively working to re-engineer their back-end fulfillment operations using a variety of strategies:

- Expanding value-added services to support more promotional packaging
- Offering flexible return options regardless of the channel used for purchase
- Outsourcing fulfillment operations and partnering with logistics service providers

- Deploying regional distribution centers to stage inventory closer to the consumer
- Segregating online and brick-and-mortar store inventory in the warehouse
- Integrating brick-and-mortar store inventory into fulfillment processes

WAREHOUSE

Understanding the role of B2B integration

A modernized B2B platform can synchronize the consumer-facing front end with back-end processes and help retailers:

- React quickly to new service offerings and operational changes
- Accommodate the onboarding requirements of a complex B2B community
- Improve time to revenue from partner relationships

- Enable faster cycle times with real-time exchanges of business documents and transactions
- Reduce costs by automating end-to-end processes
- Provide visibility to all the stakeholders
- Help protect against security breaches

SHOP

Delivering on the promise

B2B integration synchronizes the consumer-facing front end with back-end processes, and by deploying a modernized B2B platform, retailers can fulfill the promise of omnichannel retailing. Learn more by downloading the white paper now.

[1] http://nowjda.com/rs/jdasoftware/images/PWCExecutiveSummary_D.PDF

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