

# IBM Sterling Order Management

## Deliver on more customer promises

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### Highlights

- Empower business users to manage the fulfillment process
  - Elevate the store associate to deliver a tailored customer experience
  - Boost fulfillment execution through an improved store interface
  - Monitor KPIs and get insights into store performance with a new dashboard
  - Harness a hybrid cloud model to add capabilities and move to the cloud
  - Increase flexibly to quickly deliver new fulfillment choices
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IBM has re-architected its order management platform to make it simpler and more flexible for business users to have more control over order operations via self-service capabilities—without requiring IT involvement for every change. This platform better enables users to implement new delivery choices such as buy online, pick-up in store (BOPIS); ship from store; drop ship; return anywhere and more. It also equips in-store sales associates to handle customer requests such as finding items at other locations (save-the-sale), line busting during peak periods, and assisting store managers in overseeing omnichannel processes.

The solution has a modern architecture that is built around order management business services based on Docker containers. This architecture eases management, administration and the process of creating and deploying new innovations. All of this translates into faster time-to-value and lower IT costs. Because you can more quickly deliver the fulfillment services customers expect, it enhances the overall customer experience as a key aspect of your brand.

## Focused on the Business User

IBM Sterling Order Management empowers the business user to get more directly involved with order management. New business user control screens employ terminology and processes familiar to business users to enable them to set up rules and control orders, manage shipping nodes, and implement inventory and sourcing decisions, all without requiring assistance from IT. Compared to earlier versions of the product, it is easier to add or remove the availability of one or more stores to fulfill online orders from store inventory, divert orders to less busy stores for fulfillment, or reserve inventory for local special sales events. Now instead of requiring an IT ticket for every action, key business users are empowered to make some changes directly.

In addition, the updated store engagement solution also features an easier to use interface with new capabilities around both clienteling as well as pick, pack and ship functions. Clienteling involves working directly with customers to connect them to the brand with the ability to pull abandoned online carts into the store, or push store carts to a customer's online profile, which can all lead to increased sales. The enhanced store engagement solution enables store associates to easily locate items that are out of stock in their location but are available at another store or warehouse for shipping to the customer. It is important to find the missing items, because according to a recent IBM study, 72% of consumers said they will shop at a competitor if an item is out of stock.<sup>1</sup> In a similar way, endless aisle enables you to optimize the availability of your full inventory regardless of your store footprints.

Upgrades in clienteling also include support for "line busting" or enabling customers to checkout with any store associate anywhere in the store, as well as providing associates with relevant information for cross-selling or upselling to individual customers based on order and keyword histories. Moreover, a new management dashboard enables store managers to sort online orders according to Service Level Agreements. This is important because 78% of customers said they would rather pick up or return online orders at the store, even with free shipping.<sup>1</sup>

## Modernized Architecture

Emerging technologies, like containers, enable virtualization in either an on-premise solution inside your firewall, or in a hosted cloud environment. Containers enhance flexibility so that solutions can be delivered to match your business structure, providing separation of the omnichannel capabilities like store operations and call center management, with their own containers for better division of workload and easier administration. Another way this modern architecture enhances flexibility is by workload – users have the capability to scale multiple instances of a single capability, such as ‘available to promise,’ to meet increased demand.

IBM Sterling provides container functionality that is right for your organization. Each container delivery model supports varying degrees of technological prowess, business continuity demands and installed security and compliance capacity.

1. Traditional on-premises: Create your own containers using guidelines and samples provided with the standard product and documentation
2. IBM Certified Container deployed using proprietary Kubernetes: Use containers provided out-of-the-box and deploy into any cloud using proprietary or native Kubernetes
3. IBM Certified Container deployed with Red Hat OpenShift platform: Use containers provide out-of-the-box and deploy into any private or public cloud using the Red Hat OpenShift platform that abstracts and normalizes the deployment to be cloud agnostic and therefore multi-cloud ready

## Trusted Partner

IBM is a proven and trusted order management solution provider, with more than 17 years of development effort placed into building and refining the platform. Although the system now leverages containers and business services and the user experience has been updated for simplicity, IBM Sterling Order Management is still the same business-critical product customers know and trust. The proven, core capability that lies at the heart of the system is the same. The new modern architecture now enables you to more easily manage the environment with the ability to more quickly deliver enhanced fulfillment capabilities.

The new architecture’s openness and extensibility has not changed, which means that IBM’s vast ecosystem of partners is still available to support this offering. This is essential because order management must integrate with the rest of the systems environment including the commerce engine, the POS system, and warehouse solutions. This translates into thousands of independent resources who can provide support, create extensions, and help you get up and running quickly on the solution. You are free to work with the partner of your choice, which leads to faster time to value and lower total costs.

1. IBM Consumer Expectations Study, 2016. [www.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=ZZE12355USEN](http://www.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=ZZE12355USEN)
2. Rick Bingle, SVP of Supply Chain, REI, Think 2019, [https://youtu.be/8wW\\_gLuvS0](https://youtu.be/8wW_gLuvS0)

## Why IBM?

Using IBM Sterling Order Management, clients have reduced shipping costs by 7-8% using our order and inventory management applications.<sup>2</sup> You can track orders from inception to delivery, manage processes and data throughout the order lifecycle, and get real-time visibility into every order across all channels. Accurate up-to-the-minute inventory views and available-to-promise data help you maximize responsiveness and keep more customer promises. Embedded AI enables smarter sourcing and fulfillment decisions at the lowest cost to serve.

## For more information

To learn how IBM Sterling Order Management can help you manage through complexity and preserve business continuity, while leaning in to cost optimization, contact your IBM representative or IBM Business Partner, or visit [ibm.com/supply-chain](https://ibm.com/supply-chain)

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