IBM Sterling Order Management

Putting fulfillment at the heart of the customer experience

Benefits

– Empower business users to manage the fulfillment process with new user controls
– 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 store manager dashboard
– Harness a hybrid cloud model to add capabilities and move to the cloud at your own pace
– Leverage a modern business application services architecture to streamline management, increase flexibly, and quickly deliver new fulfillment choices

Delivering a superior customer fulfillment experience with IBM Sterling Order Management

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.
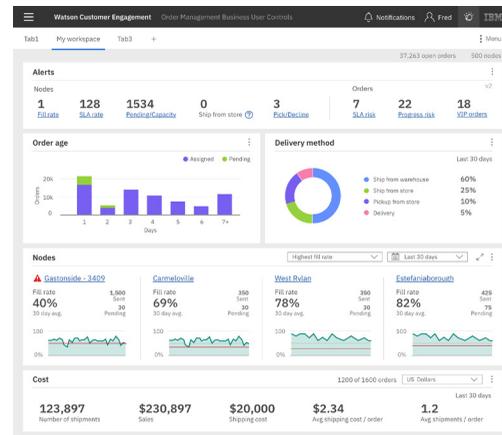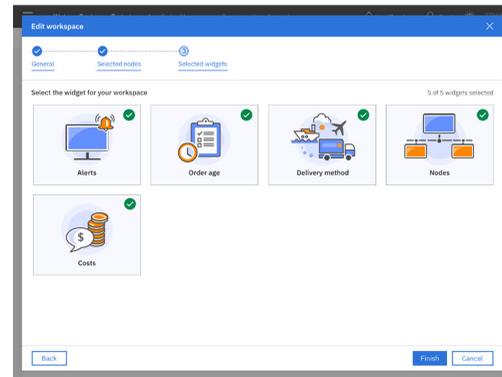
In addition, the updated store engagement solution also features an easier to use interface with new capabilities around both clienteling as well as pick, pack and ship functions. Clienteling involves working directly with customers to connect them to the brand with the ability to pull abandoned online 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.[1] In a similar way, endless aisle enables you to optimize the availability of your full inventory regardless of your store footprints.
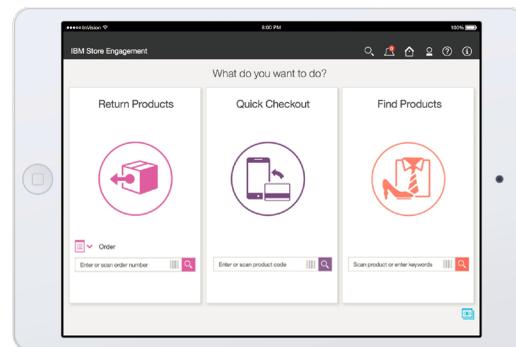
Upgrades in clienteling also include support for "line busting" or enabling customers to checkout with any store associate anywhere in the store, as well as providing associates with relevant information for cross-selling or upselling to individual customers based on order and keyword histories. Moreover, 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.[1]
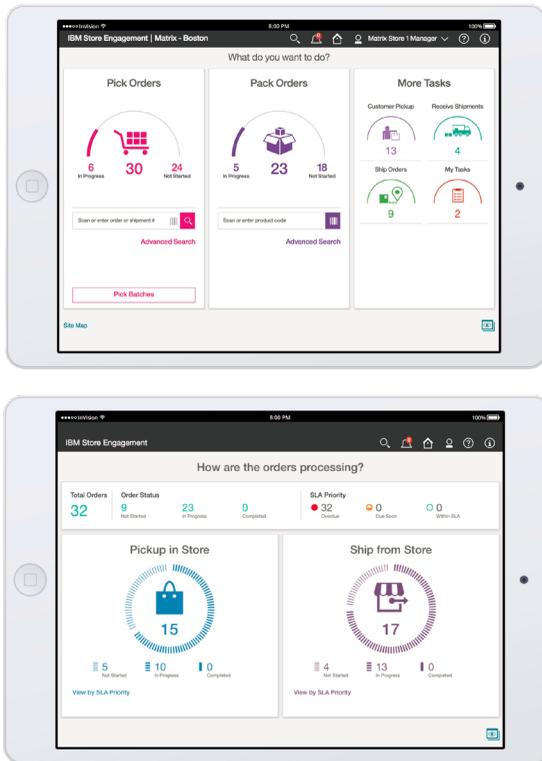
Modernized Architecture

The IBM Sterling Order Management platform is re-architected to make it much easier to implement and manage. The modern Docker container-based architecture enhances flexibility so that the solution can be delivered to match your business structure, such as call center and fulfillment as one organization and a single corresponding container that provides both order management and call center functions for simpler administration. Another way this modern architecture enhances flexibility is by workload. The new system gives users the capability to scale multiple instances of a single capability such as "available to promise" to meet increased demand during peak seasons like the holidays or other large sales promotions.

A container consists of everything needed to run an application all in one complete package, so that containers can be easily switched in and out of systems as needed. This provides IT managers and business users alike with flexibility and agility. Software developers can also build new capabilities faster and reduce testing time with this modern architecture. This, in turn, helps to deliver critical new fulfillment options to enhance the customer experience.

Overall, the new architecture allows for easier and faster installation, management and upgrading, as well as faster innovation to deliver the experiences your customers expect.

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