

IBM Order Orchestration

*Deliver a superior customer experience
through efficient order orchestration*

**Watson
Customer
Engagement**



Benefits

- Deliver the perfect order
 - Provide highly personalized service
 - Support expanded product and service offerings
 - Provide more accurate promise dates
 - Leverage new fulfillment strategies
 - Improve order fill rates and cycle times
 - Reduce order orchestration costs
 - Reduce buffer stock inventory
 - Maximize customer satisfaction and revenue
 - Minimize shipping and expediting costs
 - Easily on-board new clients or acquired divisions
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Visibility across the supply chain

IBM® Order Management helps deliver a superior customer experience by enabling your company to execute and coordinate order orchestration processes across your extended supply chain network. It provides flexible, process-based management of orders from multiple channels and enables customized fulfillment based upon user-defined business requirements. IBM Order Management delivers the required visibility and event management across all fulfillment activity – allowing you to correct unexpected problems before they affect your customer, helping ensure a positive customer experience.

Source and schedule orders intelligently (and globally)

Most order management and ERP systems were designed to fulfill customer orders from a discrete number of specific warehouses or distribution centers, based on geographic location. With the new demands for omni-channel fulfillment, this practice is no longer cost-effective or desirable in meeting customer demands. This limits inventory visibility as well as limits the choices your customers have in fulfilling their items. It also fails to account for deliveries and associated services that are increasingly part of the customer order and fulfillment process. Without visibility to all internal and external inventory locations and consideration for delivery and service requirements, it is impossible to provide an accurate promise date to the customer or schedule orders to alternative fulfillment locations – ones which may be better suited for a particular customer situation or to lower costs.

IBM Order Management combines multi-channel order aggregation with global visibility to inventory, and delivery and service availability, enabling the complete order promise (available-to-promise, available-to-deliver and available-to-service) and providing the ability to “order from anywhere, fulfill from anywhere, and return to anywhere.” With optimized, rules-based order promising and scheduling, inventory and resources are appropriately allocated from any internal or external source to meet the conditions of the order and the requirements of your business. It is the first step to optimizing fulfillment processes based upon rules tied to your company’s performance objectives.

Manage and coordinate customized fulfillment processes

Order fulfillment is not the simple, highly repetitive process of the past. Customers now expect to interact with your business across multiple channels and expect it to be a seamless experience all the way through the fulfillment process. For example, a customer may begin an order on-line, but may have some questions and complete the order through a call center. As the order is being fulfilled the customer expects to be able to see updates for all components of the order, even if it is coming from a 3rd party distributor. If there is a problem with an item and the customer wishes to return it, they expect to return it through a channel of their choosing, such as taking it to a certified distributor, or returning it to a store location. In other cases, customers look to the selling enterprise to coordinate associated services, such as testing, delivery and installation. Even more complex is the execution of customized offerings, such as unique products or dynamic bills-of-materials, that require successful coordination of configure-to-order or build-to-order processes. Companies that efficiently execute these processes will make the complexity transparent to the customer, dramatically improve their customer relationships and differentiate their value proposition.

With flexible business process definitions and adaptable fulfillment models, IBM Order Management enables customized, line-level order orchestration. It de-composes orders into unique “units of work” for fulfillment, whether it’s inventory movement or coordination of delivery and on-site services. Given defined conditions, IBM Order Management identifies the applicable fulfillment process for each unit of work, and seamlessly splits and/or consolidates order lines and sequences activities. It brokers documents and requests to the appropriate internal or external systems and participants, and incorporates user-defined events to effectively track fulfillment activity based upon the unique conditions of each order line.

Flawlessly execute across all channels

Fulfillment is no longer contained within a single enterprise. For most companies, the orchestration of a customer order involves multiple parties performing various activities throughout the order lifecycle. When an order is fulfilled through multiple supply chain partners, businesses lose visibility and control, and costly manual processes are employed to try and deliver the complete order without errors. However, the customer's expectations still reside with the selling company. IBM Order Management delivers role-based relationships among multiple supply chain participants. It coordinates accurate fulfillment based upon these relationships and controls critical information flows such as orders, modifications, status updates, inventory availability, and exceptions.

Provide a single source of order information

Customer expectations can only be managed with accurate and timely information. Due to the increase in order capture channels powered by different systems, accurate order information is often unavailable when needed. Because companies maintain multiple databases of order information, they are forced to manage by individual channel, rather than across channels. IBM Order Management aggregates orders from multiple order capture channels and provides a single source of information across these channels. It enables your company to present a single face to the customer by allowing information about any order, from any channel or division, to be made available to call center agents, field sales teams, store associates, or customers, when and where they need it. It also simplifies administration and maintenance of customer orders, allowing a single order record to be accessed by any authorized user, to modify, add, or cancel a line item or an entire order. All information and activity related to that order is contained in a single repository – presenting a single version of the record.

Module

Capability

Order orchestration

- Aggregates, manages and monitors orders from all channels
- Intelligent sourcing rules determine the most efficient fulfillment across the extended enterprise.
- Provides a single order repository to modify, cancel, track and monitor the order lifecycle in real-time

Delivery and service scheduling

- Dynamically schedules product deliveries and associated services at time of sale based on the type of order and resource availability
- Monitors service and delivery execution based on agreed-upon service parameters

Available to promise

- Provides visibility of supply and demand across all internal and external locations
- Configures inventory categories to meet specific business requirements
- Optimizes promising decisions factoring in additional cost-based inputs
- Incorporate the timing for special value-added services like monogramming or special insert

Inventory visibility

- Get personalized and real-time access to inventory information across all sources
- Provide users with role-specific views of inventory
- Real-time availability monitoring triggers alternative fulfillment for fast moving items that are running out

Reverse logistics

- Links return/repair requests to original sales orders, to enable repair lifecycle tracking
- Tracks reverse inventory back to the appropriate location, including partner locations, based upon flexible business rules

Business process definition framework

- Graphically configures unique business processes
- Quickly defines relationships and roles of participating organizations
- Connect to internal and external supply participants and systems
- Various appeasements can be defined to allow users to offer alternatives to returning the item, therefore reducing the cost of returns while still helping to ensure the satisfaction of the customer

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Somers, NY 10589

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