Deliver on more customer promises

Make a promise.
Keep a promise.

Retail customers expect to know where desired items are located, how many are in stock at any given location, and most importantly, how fast they can get them. Even free shipping is now becoming table stakes!

Retailers are challenged with having an accurate, up-to-the-minute view of their inventory. Without a single source of truth, many retailers are losing sales, aggravating customers by overpromising, giving away margin due to markdowns and rush shipping charges, carrying excess safety stock, and limiting abilities to enter new selling channels.

How does IBM help retailers deliver on their customer promises?

IBM can help you make and keep more customer promises by accelerating omnichannel transformation with technology designed for seamless integration and fast implementation. With IBM Sterling Order Management, retailers are able to maximize results by managing business rules that are right for customers and business, alike. Real-time inventory management delivers a single source of truth for inventory visibility so you can appropriate stock for demand and manage turns.

IBM Sterling Order Management provides an intuitive interface with easy-to-use functionality, so you don't have to rely on IT. Use configurable features for order capture, including real-time inventory, through to fulfillment, powering exceptional customer experiences that grow sales while improving profitability.

Welcome, connected commerce

Build and keep customer promises by leveraging a world-class order management solution. Connected commerce pulls together all your order and fulfillment channels to empower your customers to engage with you - any way, any time, and anywhere. You can easily support order fulfillment capabilities like:

Buy online, pickup in store (BOPIS)	**Endless aisle**
Buy online, return in store (BORIS)	**Lockers**
Curbside pickup	**Same-day delivery**
Drop ship	**Ship-from-store**

Make and keep today's customer promises to reap tomorrow's rewards

IBM

Guarantee every promise

Build for the promise
Procure quick implementations for any size retailer to fast-track digital transformation and delivery of exceptional customer experiences.

> "Before we started evaluating IBM Sterling Order Management, we had the impression that IBM solutions were only designed for far larger retailers than us, but all our experiences since then have shown us that couldn't be further from the truth."
> — Director of Direct to Consumer Technology at Eileen Fisher

Make the promise
Manage inventory in real-time to accurately guarantee availability and delivery to ever customer.

> "IBM is always on the ball when it comes to optimizing IBM Order Management based on predicted order volumes, which means we are always ready to scale up our capacity ahead of a key retail holiday."
> — Senior Global IT Manager, Fossil Group, Inc

Keep the promise
Enable flawless execution across every channel - digital and physical.

> "We actually calculated that we were not the company saying yes. We calculated that we were saying no 800 thousand times every year because we weren't accessing the inventory in the stores itself...$100M in sales immediately occurred when we turned on store fulfillment."
> — SVP Supply Chain, REI

Preserve shareholder promises
Satisfy customers for repeat business and referrals to continuously expand your business using technology to minimize costs.

> "We've got physical stores, catalog centers, distribution centers, drop-ship vendors. The solution has also helped provide an online presence to some of our smaller clients that might not have a physical store."
> — Director of E-commerce, Follett Corporation

Benefits and cost savings

+170% ROI
by retailers using IBM Sterling Order Management

$6.4 Million
cost savings from improved operations

7 Months
payback period

3 Weeks
time to market

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IBM **Sterling**

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