



IBM Sterling® Fulfillment Optimizer with Watson

Intelligently balance costs with shopper expectations



As shopper demands increase, driven by their best online experiences, it becomes more challenging for retailers to consistently deliver the perfect order.

To enhance shopper experiences, improve conversions, and drive profitability, retailers can proactively direct sourcing and fulfillment activities. Retailers can provide greater speed, convenience, and availability to shoppers, which is critical with 85% of shoppers intending to increase their adoption of buy online pickup in-store (BOPIS) and curbside pick-up options in the near future.¹ By offering a wide variety of fulfillment options with optimization in place, retailers can deliver differentiated customer experiences at the lowest possible price point.

The competitive advantage and growth of today's businesses depends on optimal order management and fulfillment.

Featured highlights

Leverage AI to optimize fulfillment

IBM Sterling Fulfillment Optimizer with Watson is an AI-enabled optimization engine designed to help retailers achieve the lowest fulfillment cost in a more complex fulfillment environment. This next-generation fulfillment analytics solution elevates existing order and inventory management systems to provide advanced intelligence using real cost and profit drivers. With its easy-to-use, customizable dashboard to monitor KPIs and execute fulfillment actions, retailers can break down data silos to optimize profitability while delivering the best customer experience.

Sterling Fulfillment Optimizer empowers retailers to better understand and act on disruptions in their channels and in the market as they occur – and execute actions to maximize revenue, reduce cost-to-serve, and keep the customer promise. The solution improves productivity and increases profits, optimizing across thousands of fulfillment permutations in milliseconds.

Gain real-time sourcing flexibility

Maximize inventory productivity by enabling enterprise-wide inventory to be made available, serving customers across any channel or touch-point. Enabling the use of in-store inventory to fill eCommerce demand provides greater fulfillment flexibility and expands capacity so that retailers can deliver the best customer experience, even in peak periods.

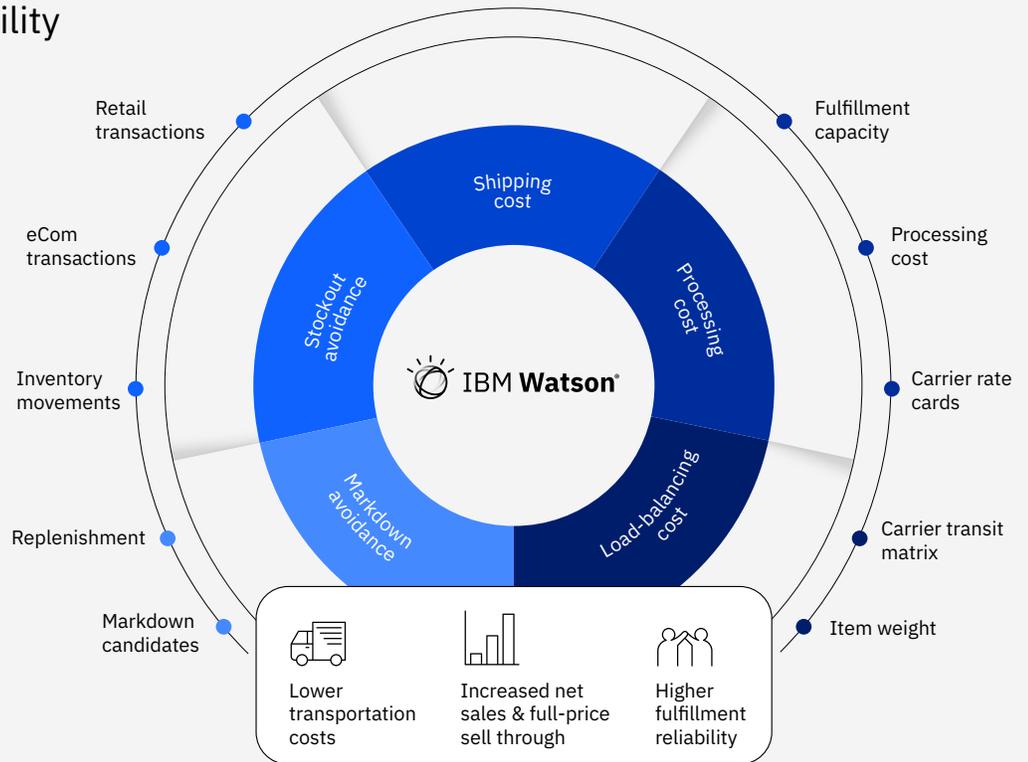
Drive adoption with transparency

Business users can build greater trust and confidence in the solution's AI-based fulfillment decisions by comparing decisions made with traditional rules-based analysis versus AI-driven analysis on one screen. With detailed decisions explainers, dive into the logic behind the AI engine's decision, giving the transparency and confidence needed to trust the AI's recommendations for action and scale more confidently across the organization. With increased business user trust, retailers can drive continuous learning and improve adoption within their teams.

1. [Omnichannel Experience](#), 2021

Leverage AI to drive reliability and create an intelligent fulfillment network

With more omnichannel fulfillment options, complexity of sourcing and fulfillment has dramatically increased. To efficiently promise and deliver an order now requires significant coordination. Advanced solutions are needed to balance operational margins with enhancing the shoppers' journey.



Deliver value with multi-objective optimization at scale

Maximize capacity

Improve throughput and capacity of facilities and fulfillment processes to optimize profitability per order. The solution easily scales, even during volume peaks, to accommodate increased customer demand without the need for IT support.

Improve inventory utilization

Maximize inventory productivity by enabling enterprise-wide inventory to be made available, serving customers across any channel or touchpoint. With more efficient use of 'at risk,' expiring and returned inventory, as well as the ability to prioritize inventory across locations to support unexpected demand elsewhere, retailers capture maximum demand while improving operational margins.

See the big picture and cost to serve

Empower business users with a complete view of all factors impacting fulfillment performance: planning and executing across different scenarios with simulations, A/B testing, and What-if analysis to find the best possible fulfillment option for the customer.

A customizable dashboard provides advanced insight into orders, demand, inventory, and fulfillment, and enables users to dive deeply into specific data points like network capacity, stock situation, or product stock levels. Users can tailor their dashboard KPIs, drill down into specific data points by product, location, or other factors, and set smart alerts based on their preferences and thresholds. And, with the easy-to-use dashboard, business users can easily quantify the value of sourcing decisions by viewing accumulated savings across KPIs.

Book a consultation

See what savings are possible for your organization with Sterling Fulfillment Optimizer with Watson in as little as 3 weeks.

