

OMS / DOM

ORDER MANAGEMENT SYSTEM
DISTRIBUTED ORDER MANAGEMENT SYSTEM

An Introduction

- OMS & DOM Systems - what are they and what's the difference?
- The top 3 benefits of a Distributed Order Management System
- How to select the right DOM for you

What is an OMS, a DOM and what is the difference?

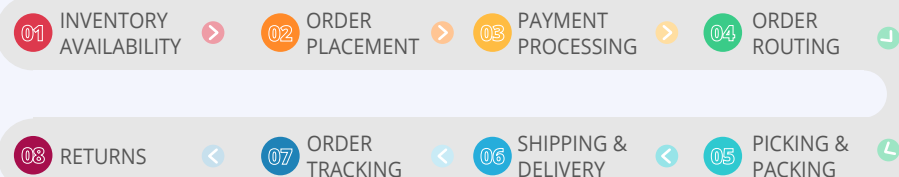
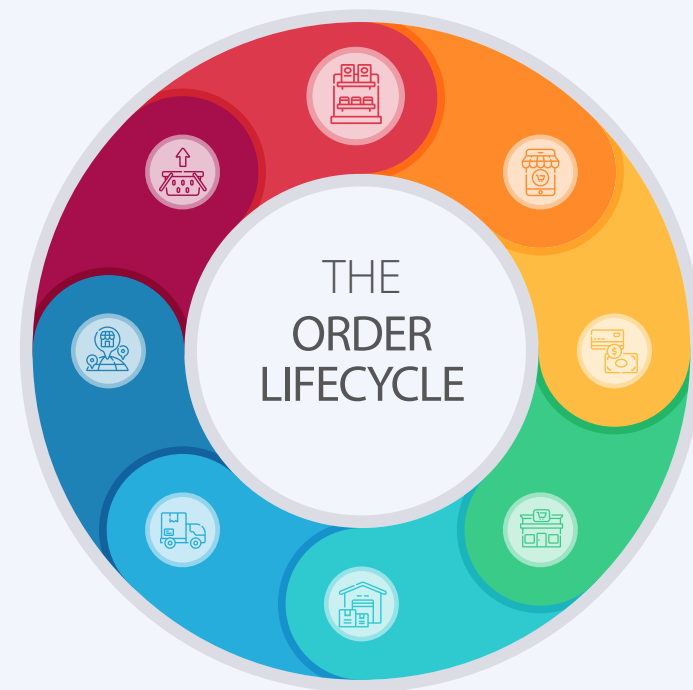
An OMS (or [Order Management System](#)) is a platform or system to manage and track sales, orders, inventory and fulfillment from all sales channels. It automates and streamlines all the processes involved from when an order is placed through to delivery and returns.

A robust order management system provides a centralised view of everything that's 'available to sell', tracks order allocations, manages buffer stock and provides real-time stock availability to all sales channels to protect against overselling.

Successful retail businesses rely on efficient, flexible and intelligent order management systems to meet and exceed customer expectations.

It's a powerful tool for ecommerce; a seamless order management process is integral to a positive customer experience.

Order Management involves a variety of stakeholders across the business and externally who must work collaboratively together. As the operations nerve centre, an Order Management System will help optimise processes and communication for all touchpoints, collaborators and partners along the order lifecycle. It's the central hub to view, manage and fulfill all customer orders.



A Distributed Order Management (DOM) System also includes a single, global view of real-time inventory and inventory locations. This additional layer of intelligence allows retailers to truly optimize their inventory allocation, fulfillment and distribution. In its most basic form, the DOM can fulfil a customer order from any location, based on predefined rules such as product availability, customer location and business priorities (fastest shipping, lowest shipping cost, etc.).

Incredibly sophisticated rules make fulfillment smarter. Optimising fulfillment processes reduces costs and delivery time by shipping from the closest location with stock on hand.

Live inventory within a distributed order management system also powers omnichannel features such as click & collect, ship from store, drop shipping and in-store returns.

WHAT CONSUMERS WANT

Optimised order management and fulfillment processes drive an exceptional customer experience.

91%

ETA FOR ORDERS TO
STORE OR HOME

89%

VIEW LOCAL
STORE INVENTORY
ONLINE

86%

BUY ONLINE AND
RETURN TO A
STORE

73%

SHIP TO A LOCAL
STORE

Source: [Forrester Research](#)



Do I need an OMS? Here are the top 3 signs to look out for:

01

You can't scale to meet peak demand.

If you're manually handling orders, or if you have siloed systems that can't speak with each other, you're in trouble. Australia's 2019 Black Friday and Cyber Monday sales events grew [31.6% YoY](#) - a trajectory that is expected to continue. If your systems and business processes can't scale to meet this demand, you risk losing sales and customers.

An OMS can automate processes and workflows, turning around orders more efficiently and getting them to the customer sooner.

02

Lack of supply chain visibility is holding you back.

Where is your inventory? Where are your customers? Do you have complete visibility of your entire supply chain at any point in time? A single, central hub for your sales, orders, inventory and fulfillment is essential for any sort of automated fulfillment workflows, customer service, customer communications and reporting.

Every order from every channel is visible within an OMS, giving all stakeholders complete visibility.

03

Manual work. Human error. Tediously slow order lifecycle.

Online shopping doesn't have the same instant gratification that you get shopping instore. As soon as the purchase has been made, consumers are waiting. They're checking their inboxes for shipping confirmation and then hanging by the door every day for the postie. If your order processing time is slow (manually processing orders, fixing any mistakes....) you risk losing customers. Australian shoppers typically view [three to six days](#) as the standard delivery timeframe - how does your [average order fulfillment cycle time](#) measure up?

An intelligent order management system automated tasks and workflows, getting an order out the door and to the customer sooner.

You're ready to invest in an OMS if you are:

- Selling products through multiple channels (ecommerce sites, marketplaces, retail stores, etc)
- Have a complex order fulfillment process that needs to be streamlined and automated, making it more efficient and less prone to errors



And a **Distributed Order Management (DOM)** System might be better for you if:

01

You have retail stores that can be used as mini distribution centres, and like the idea of faster, cheaper shipping.

02

You would like to be able to sell inventory from any location, whether it be on a shelf in a store, at a local distribution centre or direct from a supplier. No longer will a customer walk out the door if their size or preferred style isn't available; the [endless aisle](#) potential of a DOM gives you the ability to sell stock from anywhere and ship it directly to the customer.

03

You are customer-obsessed, and want to offer the most seamless omnichannel experience your customers have ever known. From stock availability, fast shipping and in-store returns with the ability to provide immediate refunds, a seamless, customer-centric experience will build brand loyalty, repeat sales and positive reviews.

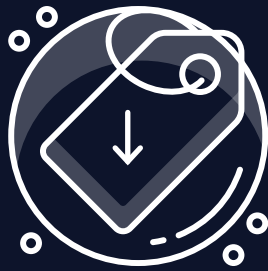
You should be looking at a DOM System if you are:

- Ready to unlock the potential of your retail stores, warehouses, fulfillment centres and drop ship locations and offer customers omnichannel features such as click and collect, ship from store, drop shipping, in-store returns, cross border shipping and endless aisle
- Keen to implement sophisticated rules to dynamically decide where an order is sourced from and how it's shipped



The Business Impact of OUT-OF-STOCKS

Global Management Consultancy Firm A.T. Kearney outlines the 4 key impact areas and the impact on retail margins.



Sales Loss

Impulse purchases are limited for brick-and-mortar retailers.

Online retailers may suffer brand loyalty, as shoppers instantly look elsewhere for available products.



Customer Loyalty

Repeated stock-outs can reduce foot and digital traffic.

Shoppers may choose to switch brands.



Order Fulfillment

Products replenished on an on-time, in-full basis may be substituted at a higher rate during stock-outs.

Substitutions are not always viewed favorably, and may cause customers to buy no items at all.



Shipping Costs

The need for quick replenishment may hurt margins through the cost of expedited inventory, cross-node transfers, or higher overall storage costs.

Retailers move away from active planning, and become more reactive.



Top 3 Benefits of a DOM

01

Optimised order management and fulfilment processes drive an exceptional customer experience.

As the one source of truth across your entire supply chain, a DOM system provides real-time inventory across all sales channels. Customers have access to a wider range of products as every item of inventory is available to sell, no matter where it's located. Being real-time, there's no risk of stock-outs and the customer can be confident that the item they're purchasing will be delivered to them as promised. [Adyen estimates](#) the business impact of out-of-stocks in Australia to be worth \$14bn, with 83% of shoppers choosing to leave a store due to an item they wanted being out of stock.

Retail assistants in-store are empowered to sell stock not available in their store but available elsewhere in the network, and ship it directly to the customer. [39% of consumers](#) claim that the ability to order and pay for out-of-stock items and have them shipped to their home would encourage them to shop more in-store, and [39%](#) say that the ability to check whether an item is available online before going to a retailer would increase their loyalty.

Customers demand choice at the checkout. It's not enough to just offer free shipping; delivery options in the cart are expected. An integrated DOM solution powers this, giving options such as express shipping (2-hr, overnight, 2 day. etc) and click & collect.

With automated workflows and intelligent rules, orders are turned around more efficiently and delivered to the customer sooner at a lower cost. Constant communication throughout the fulfilment process gives them peace of mind and confidence their order is on it's way to them.

Leveraging cross-channel technologies to provide a truly omnichannel experience for the customer not only builds brand loyalty, but also recaptures lost opportunities.



Top 3 Benefits of a DOM

02

An integrated solution gives you the flexibility to support multiple channels, fulfillment methods, fulfilment locations and return points.

Retail stores, warehouses, DC's and drop ship locations are all integrated into a DOM solution, meaning more automation, higher order accuracy and better reporting.

[43% of retailers rank inventory management](#) as their number one challenge. Tracking inventory accurately across all channels is vital for maintaining a flexible and dynamic system, giving you the ability to adapt easily to changing market conditions and offer a seamless customer experience.

Business priorities define automated fulfillment rules, such as inventory availability, stock buffers, lowest total delivered cost, etc. These intelligent fulfilment rules control optimal routing decisions, saving costs, ensuring adequate stock levels are kept and getting the order to the customer in the most efficient way possible.

Completing the order lifecycle is returns. [86% of consumers](#) would like the ability to return online purchases in-store, an omnichannel feature made possible with an integrated DOM solution. [73% of online shoppers](#) – nearly three in four – say that the returns experience affects their likelihood to buy again from a particular retailer.

Coupled with a [PIM \(Product Information Management solution\)](#), an OMS or DOM solution is the ultimate tool to achieve retail success.



Top 3 Benefits of a DOM

03

Lower costs, more customers and more repeat purchases.

Cost efficiencies can be found across the entire order lifecycle, from reduced errors and manual handling, higher order accuracy, optimised fulfilment and lower delivery costs.

Complete visibility and better reporting capabilities help identify further fulfillment cost-saving opportunities, ensuring the entire process is as efficient as possible.

By providing a better customer experience through a seamless omnichannel solution, conversions, loyalty and repeat purchases will increase. Giving customers what they want is the key to success. [Adyen reports](#) that more than half (51%) of Australian consumers had made a purchase they didn't initially intend to make as a direct result of a retailer offering cross-channel buying options, resulting in \$8bn in new sales annually.



How to Select the Right DOM System for YOU.

Essential Features & Functions:

01

Enterprise integrations

Your DOM system must easily integrate with your existing systems, platforms and channels; ecommerce sites, marketplaces, CRM, POS, Payments, WMS, 3PL, couriers etc. Ideally, it will come with pre-built integrations with all major platforms, making implementation seamless and swift.

02

Omnichannel functionality for a seamless customer experience

Customers expect the same brand experience across your entire network. They don't see "channels" or understand siloed, disparate systems. They expect to be able to view in-store stock availability online and click & collect, return online orders in-store and order out-of-stock items in-store to be delivered to them.

They expect shipping options at the checkout and complete visibility and communication throughout the entire fulfilment process, no matter where the item is shipping from.

A DOM system can provide all this and more, putting customers at the centre of everything you do.

03

Incredibly sophisticated rules that make your fulfillment smarter

With one single source of truth, your entire inventory pool is available to be sold from any location, whether it be on a shelf in a store, at a local distribution centre or direct from a supplier. Optimising fulfillment processes and shipping from the closest available location reduces costs and delivery time, delighting customers and procuring loyalty.

04

Ability to scale and support cross border commerce

One integrated system gives you the ability to scale when needed, adding additional fulfilment locations, delivery providers, 3PLs etc. A robust DOM system will also support multiple currencies and languages, meaning you can open your doors to the rest of the world.



Who Wins?

With a DOM System in place, everyone wins at digital commerce.

01

Ecommerce and Marketing Managers

- Give customers the omnichannel experience they demand, such as inventory visibility, click & collect and return in-store
- Create uniform online experiences for customers across all channels
- Provide better customer communications with live tracking and order update

02

Merchandise Planners

- Control stock more easily using a consolidated view of inventory sources, and set inventory buffers to prevent out-of-stocks
- Minimise the impact of distressed stock by selling it, no matter where it's located

03

Customer Support

- With complete order visibility, post-purchase support teams can provide a better service to customers, helping to ensure first-time resolution every time. They are empowered to apply discounts, appeasements and make any adjustments and cancellations required.

04

Customers

- Experience a better brand experience across all channels, resulting in more repeat business and driving brand loyalty
- Have choice at the checkout by accessing the shipping options and selecting the one that suits them
- Better customer service, order communications and visibility
- Faster, more efficient delivery





Comestri empowers brands to sell more everyday.

The platform gives merchants the ability to manage and enrich multiple sources of product information for use across independent sales channels such as ecommerce platforms (Salesforce Commerce Cloud, BigCommerce, Magento, Shopify), marketplaces (Amazon, eBay, The Iconic, Catch) and other online channels such as social media (Google, Facebook), email marketing platforms, order management systems and dropshippers.

Let's Connect.

comestri.com

All the tools you need in one place:

Product Manager (PIM)

Automation Engine

Channel Manager

Order Manager