hybris Order Management

Today's retail world is an omni-channel environment. This means much more than simply enabling customers to browse your offerings on their mobile devices. It means integrating the entire shopping experience – along with all the back-end processes that support it – regardless of which channel is being used at any point during the experience. But to do this, you need fully integrated order management and fulfillment tools that are designed to meet customers' expectations and make modern omni-channel fulfillment options – like buy online and pick up in store and cross-channel stock-level display – a reality. You need hybris Order Management.

Key Business Challenges

→ **Providing real-time stock availability across all channels**
Omni-channel commerce requires access to information about stock availability across all locations. hybris Order Management delivers that level of global stock visibility across stores, distribution centers, and third-party logistics providers.

→ **Enable customers to buy from anywhere, pick up from anywhere and return anywhere**
Today's customers have high expectations for flexible purchasing and delivery and they want to be able to cross channels for a single transaction at their convenience. hybris Order Management enables you to support any combination of purchase and fulfillment options – such as buy online/pick up in store or buy online/return anywhere – to meet customers' demands. You'll be able to easily pick, pack and ship orders for delivery or customer pick-up.

→ **Offering save-the-sale opportunities**
Offering fast shipping times, low shipping costs, and endless aisles enables you to provide alternative options to customers and keeps them from leaving stores empty-handed and from abandoning online shopping carts. hybris Order Management helps improve the customer experience through better management of order sourcing and allocation.
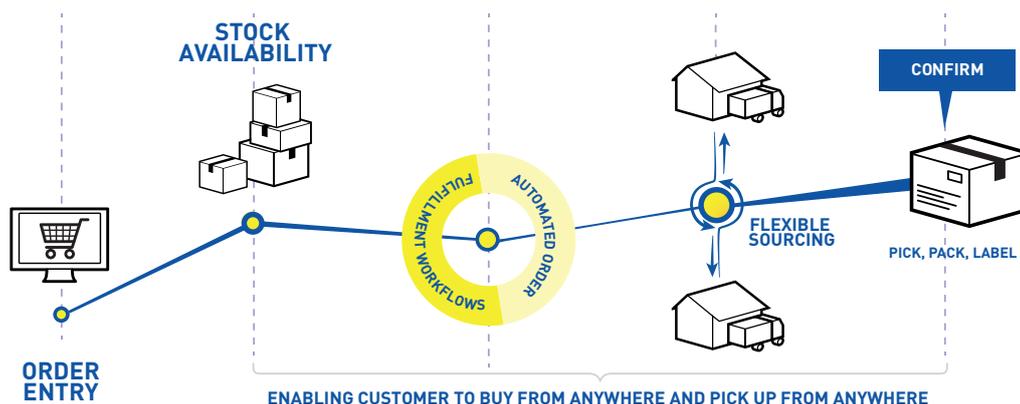
Key Benefits

Enable customers to buy from anywhere, pick up from anywhere and return anywhere

→ Capture lost sales by offering endless aisles

→ Provide customers with the fulfillment methods they prefer

→ Reduce online cart abandonment by sourcing out-of-stock products from store inventory

→ Reduce shipping times for online orders through ship-from-store initiatives

Improve efficiencies and reduce costs

→ Reduce overhead stock levels and optimize prices, and selection

→ Improve delivery efficiencies and reduce shipping costs

→ Reduce store markdowns by routing online orders to stores with slow item turnover or excessive inventory risk

→ Provide business users with an easy-to-use UI to efficiently manage fulfillment processes

STOCK AVAILABILITY

CONFIRM

FULFILLMENT WORKFLOWS

AUTOMATED ORDER

FLEXIBLE SOURCING

PICK, PACK, LABEL

ORDER ENTRY

ENABLING CUSTOMER TO BUY FROM ANYWHERE AND PICK UP FROM ANYWHERE

Business Tools for Omni-Channel Success

hybris Order Management delivers powerful business tools via the OMS Cockpit. The easy-to-use UI is built on hybris' Next Generation Cockpit Framework and enables business users to efficiently manage omni-channel fulfillment processes and workflows.

The OMS Cockpit enables you to view and process all orders in the system. It lists all relevant orders and enables you to search for inventory across your entire organization, including stock levels and stockroom locations. It also shows incoming orders, the associated workflows – e.g., shipments to be made, orders to be picked up, etc. – and order status. And the OMS Cockpit enables you to instantly print pick slips, pack slips, and shipping labels. Store personnel can use the OMS Cockpit to prepare and sign off on items that will be picked up in the store. Access rights for the OMS Cockpit can be defined based on user role or stock location.

Flexible Fulfillment for Ultimate Customer Convenience

Today's shoppers are on the go with mobile access to Web storefronts. They can choose whether they want to purchase online or in a physical store. But they don't want the fulfillment and return processes to be tied to the purchasing channel. They want to be able to buy online/pick up in store, buy in store/ship to home, and even buy online/return to store or with aid of call center. With hybris Order Management, this level of fulfillment flexibility is fully integrated into the hybris platform so you can provide every customer a convenient shopping experience. And a convenient shopping experience drives increased purchases and long-term customer loyalty.

hybris Order Management: Designed for Today's Omni-Channel Shoppers

hybris Order Management provides a highly flexible and configurable way to manage inventory and fulfillment strategies across all channels. As the only solution that offers order management business processes and workflows purpose-built for omni-channel, it's designed for today's – and tomorrow's – customers.

Commerce and omni-channel management

→ True real-time inventory management across all stock locations, enabling mapping of inventory status, order status, and threshold value (fixed quantity or percentage) to prevent overselling.

→ Ability to request stock availability for a single location, multiple locations, or globally.

→ Automated order and fulfillment workflows with the ability to adjust individual steps.

→ Ability to offer Buy Online Pick Up In Store and Buy Online Return in Store fulfillment options for improved customers engagement.

→ Sourcing to specify which locations should fulfill orders and allocation to specify which items leave a location in the same shipment.

→ Flexible sourcing strategies, including minimize shipments, prioritize stockroom locations, ship from closest store, and ship from location with highest availability.

→ Pick, pack, label, and confirm shipments.

→ Order controller for managing and controlling an order through all stages in the system.

→ Order versioning for greater visibility of order status and compliance.

→ Order cancellation for cancellation of full orders until cut-off time, parts of an order prior to dispatch, or pre-sale order line items.

→ Status communication via email or SMS

→ Order replenishment for managing and scheduling recurring orders

→ Order routing for splitting orders into consignments for partial delivery

→ Sophisticated fraud checking functionality

Technology

→ Integrated with the hybris Commerce Accelerator for fast time-to-market.

→ Provides UI and business tools that are easy for business users and in-store personnel to use, improving order process and workflow management.

→ Open interfaces for third-party or warehouse system integration