

Omnichannel order + inventory management

Omnichannel fulfillment is not just about shipping faster. Routing and Ship From Store should protect store ops, reduce order rejections and balance online demand with walk-in traffic.



Balance in-store traffic and ship from store

Set safety stock at stores

Reserve a portion of store inventory for walk-ins so online orders don't empty store shelves. Apply higher inventory buffers on high-velocity SKUs to prevent stock-outs during peak.

 Safety stock 7

☒ High Velocity Boots ☒ Size/9, Size/10, Size/11

Fulfill new launches from warehouses first

Route new, limited-edition, high-demand product launches to warehouses initially and use store fulfillment after demand stabilizes.

New launches

 Shipping ☐

Facilities

☒ Retail stores

Product tags

☒ New launches

[EDIT RULE](#) 

Prioritize locations with broken styles

Route online orders to stores with limited sizes or variants so stores with full assortments stay available for walk-ins.

Inventory sort CLOSE

Inventory balance

☒

Broken style

☒

Proximity

☐

Custom sequence

☐

Product-specific fulfillment

Route based on product

Ship products with custom fulfillment steps like engraving or alterations from locations that support them.

Reduce markdowns

Ship slow moving inventory from stores first

Prioritize stores where inventory has been sitting longer to reduce markdowns.

Configure store workloads

Select stores

Only enable ship from store where space, staffing and customer traffic can support fulfillment.



Flagship store

Mall stores

Low traffic stores

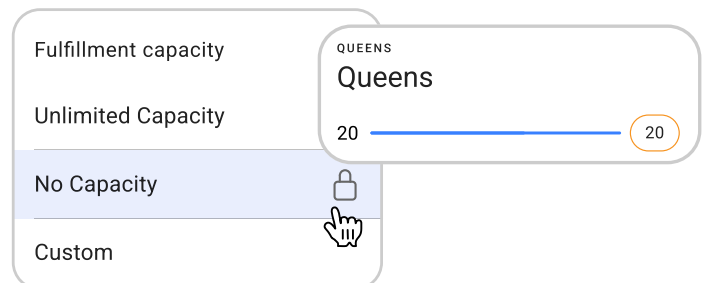
New stores

Lower routing priority for busy stores

Deprioritize stores with heavy walk-in traffic, such as mall locations, to protect the in-store experience.

Apply order limits

Set daily order limits to prevent store teams from being overloaded during peak periods. Disable store capacity during staff shortages, emergencies or rush periods.



Fulfillment capacity

Unlimited Capacity

No Capacity

Custom

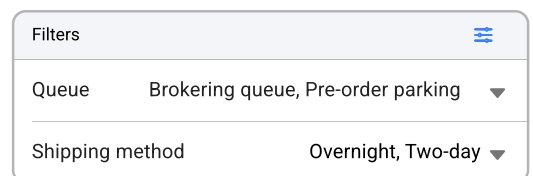
QUEENS
Queens

20

Never split until you have to

Split for customer experience

Split high-priority orders where meeting your SLA matters more than shipping together. Ship part of a pre-order if some items aren't supposed to ship.



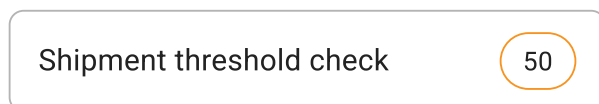
Filters

Queue Brokering queue, Pre-order parking

Shipping method Overnight, Two-day

Don't split low-value orders

Force low-value orders into single shipments.

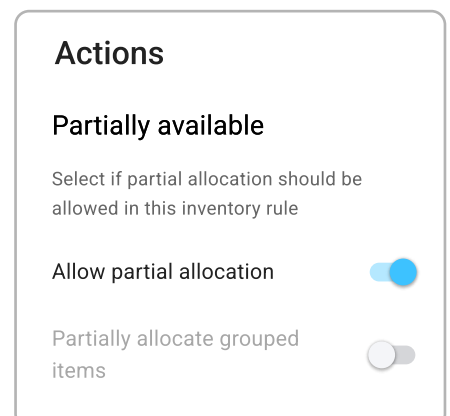


Shipment threshold check

50

Always ship kits or gift-with-purchase in one box

Fulfill kits and gift-with-purchase items from a single location so items arrive together as intended.



Actions

Partially available

Select if partial allocation should be allowed in this inventory rule

Allow partial allocation

Partially allocate grouped items

Never miss orders with tight SLAs

Route based on order priority and SLA

Assign high-priority orders to closest locations that can meet tighter SLAs at lower shipping costs.

Proximity

miles ▼

150

Prioritize orders during fulfillment

Sort fulfillment queues by ship method to reduce delays and shipping cost

☒ Same day
17 orders, 19 items

☐ Next day
25 orders, 30 items

☐ Standard
37 orders, 40 items

Reduce order rejections and overselling

Global thresholds

Apply a global inventory buffer to prevent overselling across channels.

100025
Suede boots

Threshold

5

Pick stores with healthy inventory

Prefer stores with higher inventory confidence using brokering safety stocks. Only fallback to stores with low inventory if no other location can fulfill the item.

Brokering safety stock

3

Fallback fulfillment locations

Route orders to predefined fallback locations that don't participate in online fulfillment but can be used as a last resort when inventory is unavailable anywhere else.

Exception handling

Partial rejection

Reject unavailable items of an order and fulfill the remaining items to prevent delivery delays.

Allow partial rejections

☒

Collateral rejection

Automatically reject unavailable items from all open orders at a store so they can be rerouted to locations that can fulfill them.

Auto reject related items

☒

Rejected order routing

Setup order routing rules specifically for rejected orders to make sure they find inventory without breaking SLA.

Filters

Queue

Shipping method

Sales channel

Rejected Item Parking ▼

Rejected Item Parking

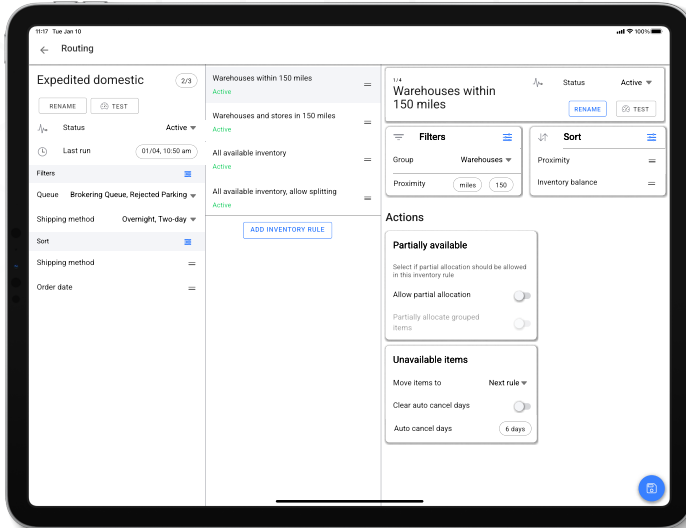
Unfillable Parking

Brokering Queue

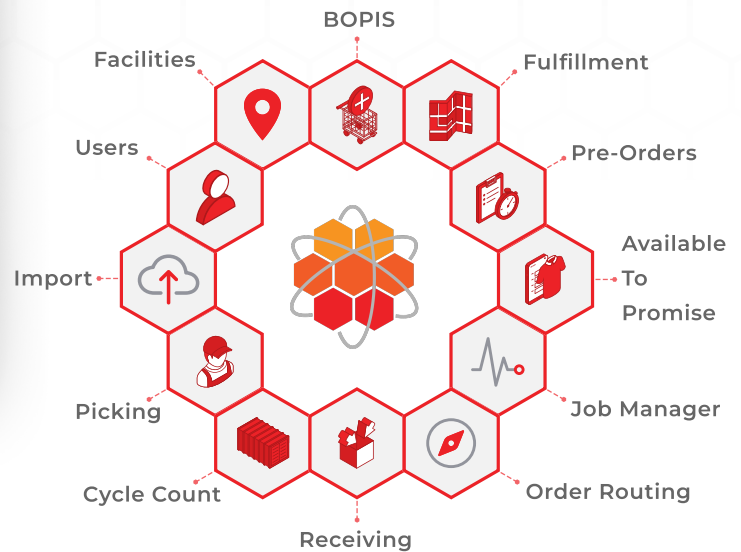
Pre-Orders Parking



Sell more. Deliver fast. Spend less.



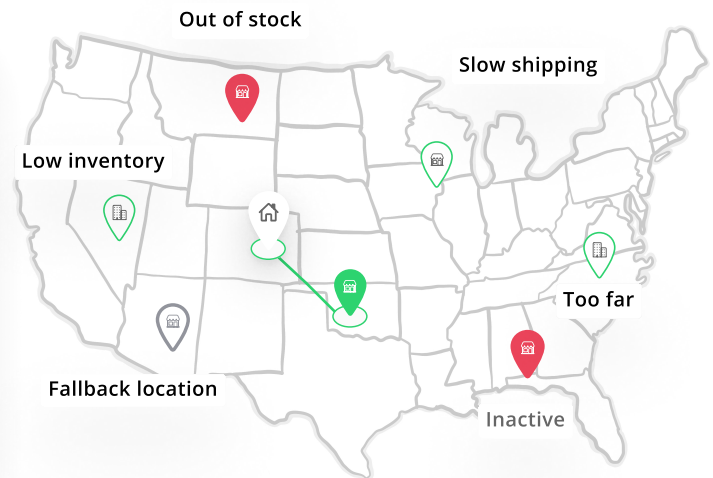
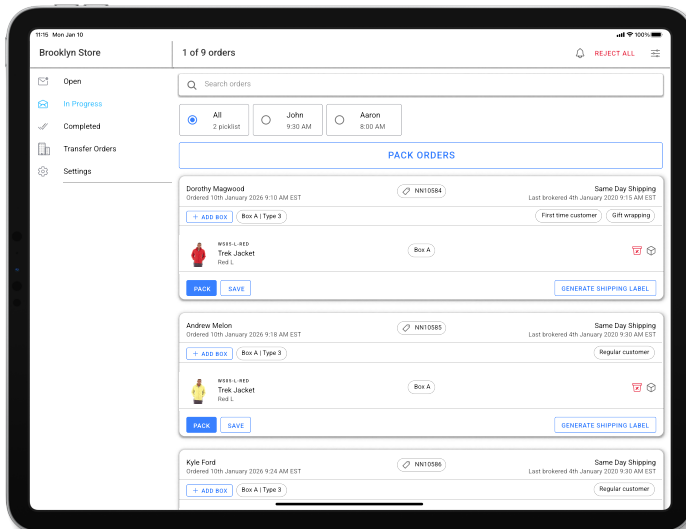
Omnichannel App Suite



Configure. Test. Apply.

100+ routing logics to choose from

 ORDER ROUTING



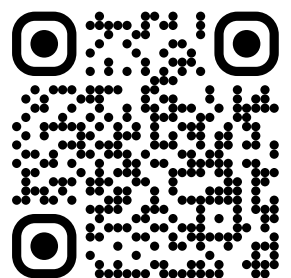
Plan. Assign. Review.

Designed for store teams to fulfill orders faster

 SHIP FROM STORE

Talk to our team and get a live demo

- 1 Configure inventory + routing logics that matter the most for your network
- 2 Avoid common rollout mistakes
- 3 Go live fast across stores and scale confidently



Get a live demo