

The ability to support selling to customers through multiple channels and touch points is critical for retailers today. To truly embrace a "one brand, many channels" strategy, retailers must stop thinking about managing each individual channel, and focus on a unified brand experience. From procurement to payments, operational efficiencies must be matched to revenue potential, and every relationship recognized.

In order to offer a truly seamless experience to customers, retailers also need unified inventory with matching visibility, and resource planning. Way beyond a basic OMS or over-extended e-commerce engine, a truly unified commerce strategy enables a global, profitable and sustainable business.

With real-time inventory management shared across all channels, brands never miss an opportunity to offer customers an available product, regardless of where it is located — in another store, warehouse, or an entirely different zip code.

With one system that allows you to manage different pricing and order processing for POS transactions, wholesale orders, partners and affiliates, you can be flexible with both pricing and product delivery. With an interface for order consumption from disparate order capture systems, configurable order processing work flows, and intelligent order routing algorithms across all fulfillment centers - customers seamlessly get exactly what they want, when they want it.



## Drive Engagement and Accelerate Purchases

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**"Study after study shows that a well-integrated shopping experience across channels is what customers desire - and what often determines a brand's ultimate success."**

- Steve Dennis  
Sageberry Consulting

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## Unified Operations, with a Seamless, Integrated Customer Experience

- **Be Remarkable.** The sales, commerce and fulfillment of the future demands an architecture that is designed around journeys – not touch points. Then, customer journey planning and personalization can bring maximum brand engagement that allows you to rise above the rest.
- **Be Relevant.** How well do you really know your customers? Are you evolving along with their changing wants and needs? To remain relevant, you must leverage centralized data insights to tailor the overall customer experience. Your competition is already there.
- **Be everywhere.** Order-to-payment from bricks to clicks, across borders. Sounds simple, but you know well the operational complexities of global multi-channel commerce. When your needs outgrow your solutions, its time to grow smarter.

# 32 OmniChannel Scenarios

Supported by HotWax Commerce

## **Immediate Pick up**

Order Online / Fulfill at Store / Pickup at Store  
Order Online/ Fulfill at Warehouse / Pickup at Warehouse  
Reserve Online/Try at Store/Pay at Store/Pickup at Store (Try and Buy)

## **Delivery to Customer's Address:**

Order Online / Fulfill at Store / Ship to Customer  
Order Online / Fulfill at Warehouse / Ship to Customer

## BackOrder Scenarios

### **Drop Ship**

Order Online / Fulfill from Vendor / Ship to Customer

### **Pickup Later**

Order Online / Source from Warehouse / Fulfill at Store / Pickup at Store  
Order Online/Source from Vendor / FulFill at Store/ Pickup at Store  
Order Online/ Source from Store A / FulFill at Store B/ Pickup at Store B  
Order Online/Source from Vendor / FulFill at Warehouse/ Pickup at Warehouse

### **Immediate Pickup from the Same Store**

Order in Store / Fulfill at Store / Pickup at Store

### **Immediate Pickup from Another Store**

Order in Store A / Fulfill at Store B / Pickup at Store B  
Reserve in Store A/ Try at Store B / Pay at Store B/Pickup at Store B (Try and Buy)

### **Deliver to Customer's Address**

Order in Store / Fulfill at Store / Ship to Customer  
Order in Store / Fulfill at Warehouse / Ship to Customer  
Order in Store A / Fulfill at Store B / Ship to Customer  
Order in Store/Source from Vendor/Fulfill at Warehouse /Ship to Customer

## BackOrder Scenarios

### **Drop Ship**

Order in Store/Fulfill from Vendor/ Ship to Customer (Drop Ship)

### **Pickup Later from Another Store**

Order in Store A/Source from Warehouse/Fulfill at Store B/Pickup at Store B  
Order in Store A/Source from Store C/Fulfill at Store B/Pickup at Store B  
Order in Store A/Source from Vendor/Fulfill at Store B/Pickup at Store B

### **Pickup Later from the Same Store**

Order in Store A/Source from Vendor/Fulfill at Store A/Pickup at Store A  
Order in Store A/Source from Warehouse/Fulfill at Store A/Pickup at Store A  
Order in Store A/Source from Store B/Fulfill at Store A/Pickup at Store A

### **Pickup Later from Warehouse**

Order in Store/Source from Vendor/Fulfill at Warehouse /Pickup at Warehouse

## Returns

Order Online/ Process return shipment to Warehouse  
Order Online/ Returns to Store  
Order Online/ Return to Warehouse  
Order in Store/ Process return shipment to Warehouse  
Order in Store/ Return to Warehouse  
Order in Store A/ Return to Store A  
Order in Store A/ Return to Store B