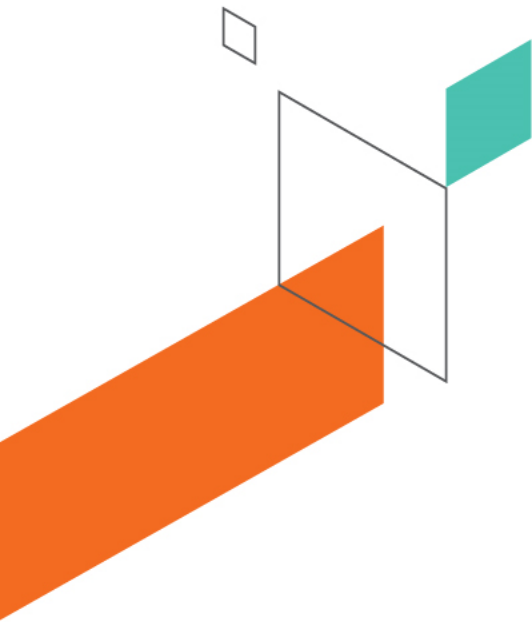




Magento **Live**

Australia | 2018



Do I Need Order Management?

Managing Complexity and
Completing the Customer Experience



Ashley MacPherson

Magento Solutions Architect
amacpherson@magento.com

The Plan

- What is an Order Management System?
- Today's Customer Expectations
- Who Does it Best
- A Look to Tomorrow

Spoiler Alert



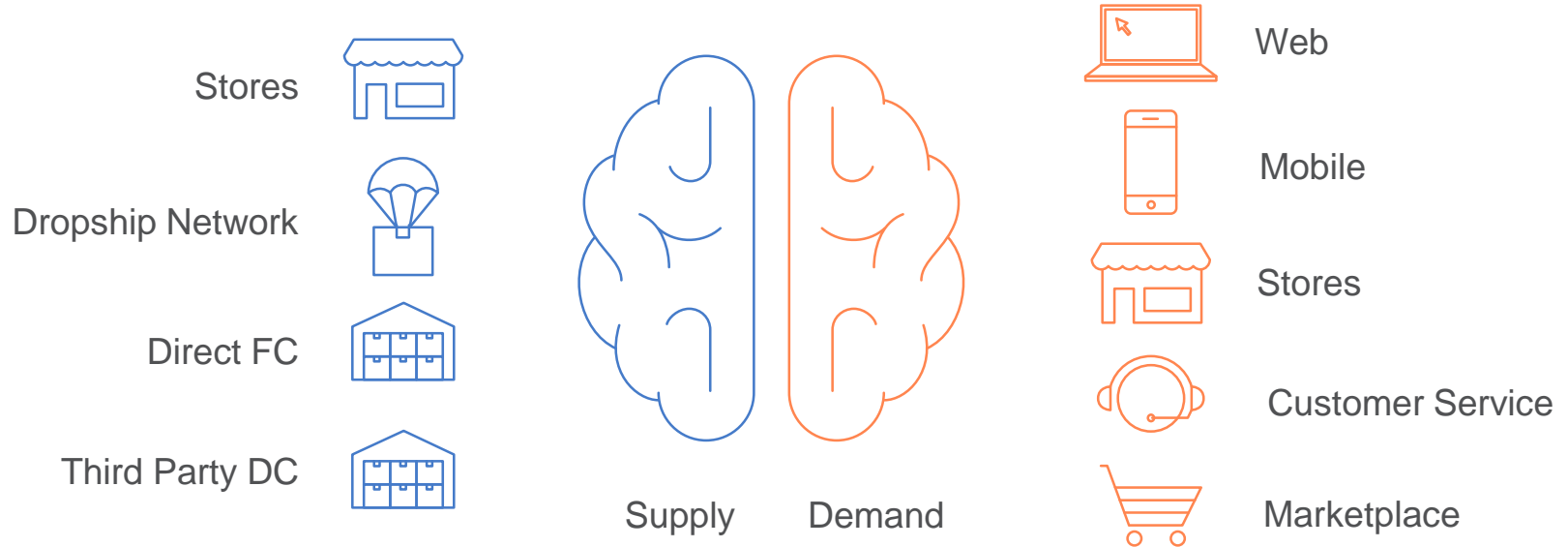
Order management is how businesses adapt to changing customer expectations for shopping.

What is an Order Management System?



An OMS is Like...

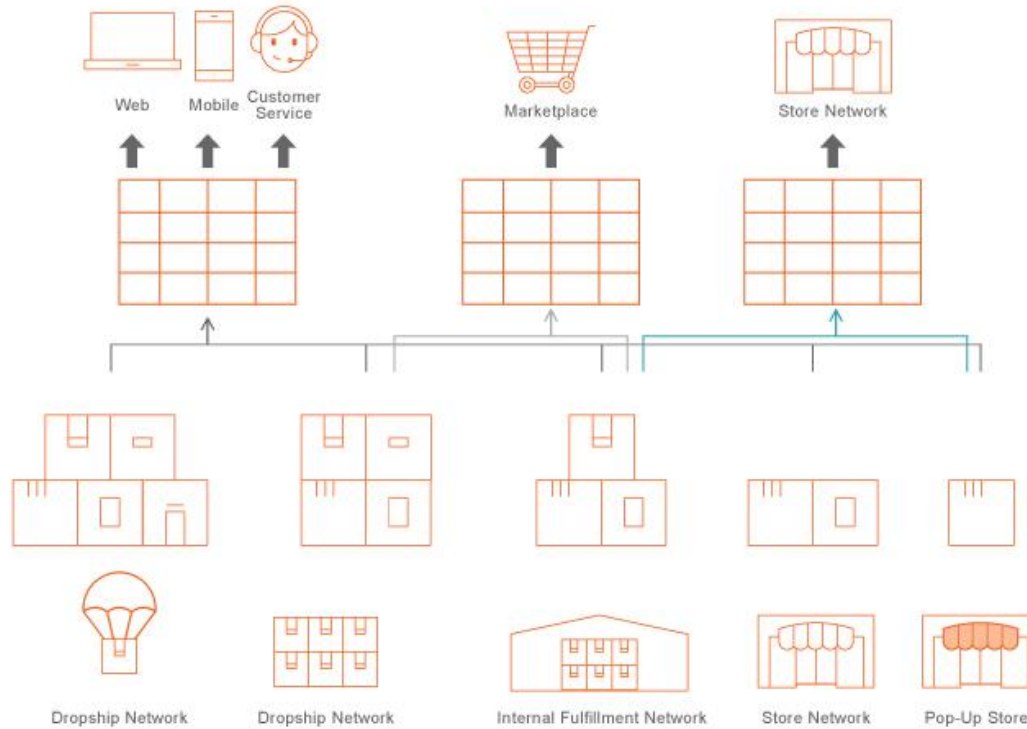
Connecting Supply and Demand



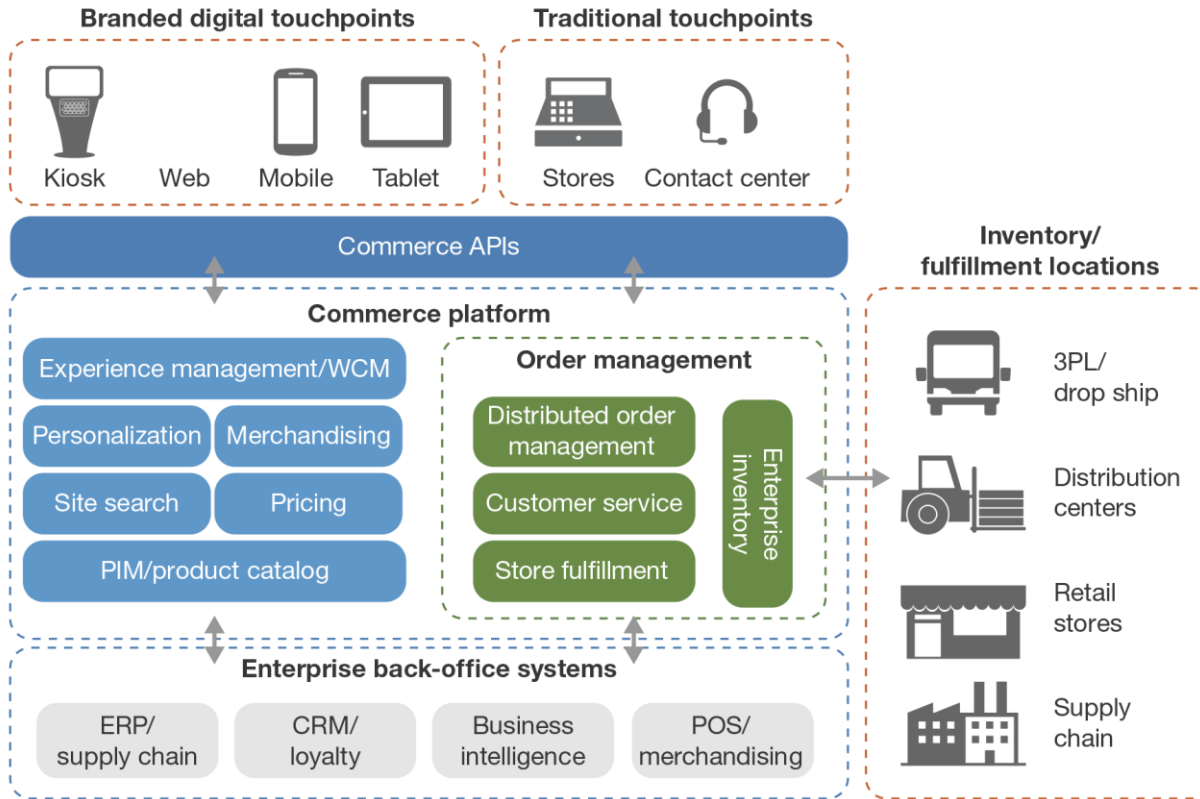
Using Inventory Intelligently

Aggregates

Available to-sell inventory



Forrester's View of The World

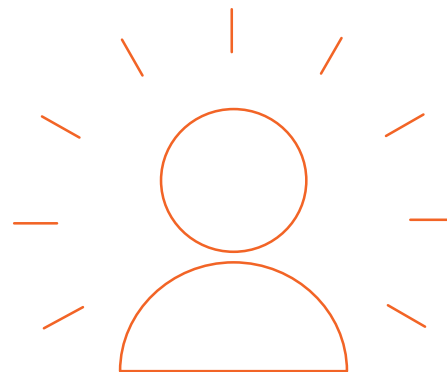


Today's Customer Expectations

The Retailer's Dilemma

Once upon a time, your customer bought a product from someone else because it was...

1. **Easier** (more available)
2. **Faster** (shipping)
3. **More seamless** (customer experience)





Cannot. Compute.

The Reality

- You work hard to build relationships with customers who will buy from you – but systems stand in the way.

Retailers lose

\$1.75 Trillion

Due to overstocks,
out-of-stocks, preventable returns

The Resolution

- OMS becomes the integration hub for your tech stack, consolidating inventory from every location and managing all orders.
- Inventory can be shared everywhere you sell, savings sales and avoiding out of stock scenarios.
- Ability to expand product portfolio with integration into dropship and third party suppliers.



Fast and Free

The Reality

- Customer expectation is constantly changing – fast and free shipping is not a luxury but the norm.

The Resolution

- Global inventory visibility to let the customer choose how to buy.
- Intelligent sourcing and routing to pick the product from the right place, quickly and cost effectively.





“Let Me Call Around For You”

The Reality

- Customers seek deeper, more personalized connections with brands they love.
- Concierge experiences will be a differentiator as the number of merchants selling like products increases.

The Resolution

- Store associates and customer service become brand advisors, empowered with the info/tools they need to delight customers.
- Stores become distribution centers and Inventory is used smarter, to preserve margin and reduce cost.

Who Does it Best?



How Can an Order Management System...



1. Improve my customer experience (to drive sales)
2. Turn complexity into opportunity (for growth and innovation)
3. Optimize my business processes (to save time and money)



1. Improve Customer Experience to Drive Sales



TOUS

Multiple brands of jewelry, handbags & accessories both online and in stores

Streamline Inventory

There are plans to deliver a 360-degree view of our inventory and customers across five continents. And to empower their sales associates with a mobile app, that allows them to save the sale with full access to worldwide inventory.”

-Bryan Bean, US Country Manager

Business Challenge:

- Outdated ecommerce platform, not omnichannel
- Online and offline experience not connected
- Multiple brands with Inventory in many locations
- Global webstores (eight) were not connected

Results:

- 14% of online sales are picked up in stores
- Doubled the sales conversion rate
- 40% of customers have omnichannel experience
- Customer base growing 20% a year





2. Turn Complexity into Growth and Innovation





300 Retailers in
Frankfurt Airport

Multi Channels/Brands

“Frankfurt is one of the busiest transit hubs in the world. We see a lot of passengers coming from an international destination and leaving us for another international destination. Those passengers are also very enthusiastic consumers”

- Kai Schmidhuber, SVP Multichannel

Business Challenge:

- Maximize the commerce potential of 61 million visitors
- Integrate airplane, ticket-counter, restaurant, & retail
- Connect 300 stores, drop-shippers, warehouses, & third-party logistics in a seamless customer experience

Results:

- True multi-retailer, multi-channel solution
- One of the most innovative travel & retail centers
- Integrates partner/channel inventory and fulfillment
- 35 services & integrations





3. Optimize Processes to Save Time and Money



90
VENUES IN
90 DAYS



30K
B2B MARKET
OPPORTUNITY





BROWN-FORMAN

Spirits and wine company for Jack Daniel's, Finlandia, Korbel, and Chambord

Inventory Management and B2B

"We wanted to modernize and simplify the ordering experience for bar, club, and restaurant owners in Australia. We needed to make it easy for our business customers to place orders using their mobile phone and then manage the whole process online."

Dani Hepperlin,
eCommerce & Digital Manager, Brown-Forman

Business Challenge:

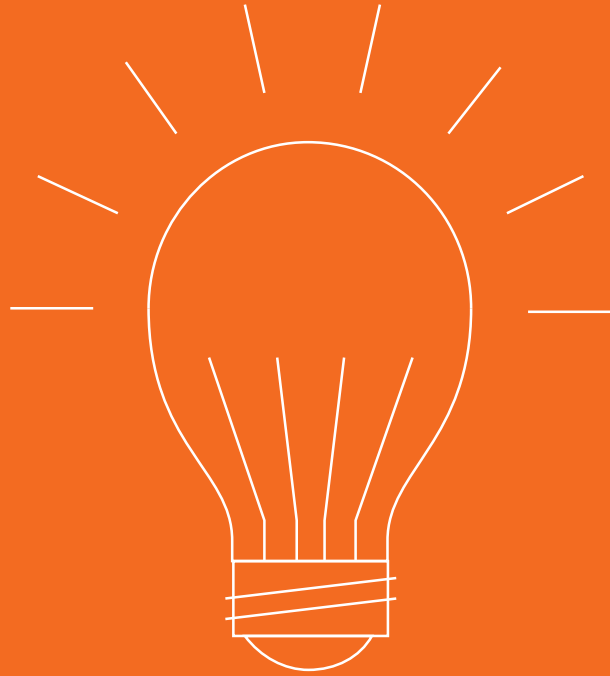
- Multi-site and multi-brand functionality for global expansion
- Manage consumers and small businesses from same platform
- Make it easier business customers to buy products online

Results:

- Online orders, inventory management and payments
- Fulfill orders through best available warehouse
- Launched B2B campaign to 30,000 small businesses



Dream Big



Is My Business Ready?

Do I sell my entire assortment to customers on all channels?

Can I decide how to get products to customers fastest, or best for my business, or both?

Do my employees have the info they need to make customers happy?

Am I prepared for growth? Can I add new selling channels and fulfillment strategies to my architecture?

Can I compete on post sale excellence?

Pain Points Order Management Solves For



Our revenue growth is just too low and slow



If you want to Buy On-line, Pick-up at Store, you need to buy from my competition



We are omnichannel, but we aren't very good at it



Our strategy calls for moving into new markets

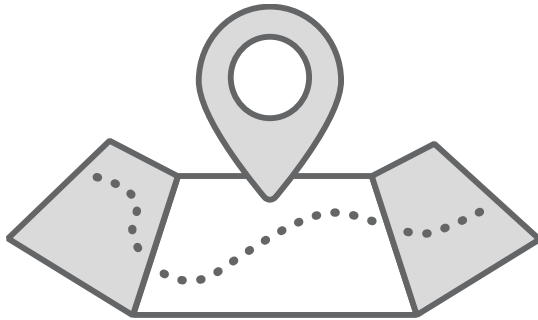


We lose sales because we don't use all of our inventory

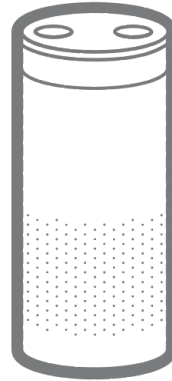


We are up & running with Magento Commerce, now we need to quickly move on our omnichannel strategy

The Evolving Shopping Process



Locally



Unconsciously



Effortlessly



Order management is how businesses adapt to changing customer expectations for shopping.





Questions?

Ashley MacPherson

Magento Solutions Architect

amacpherson@magento.com