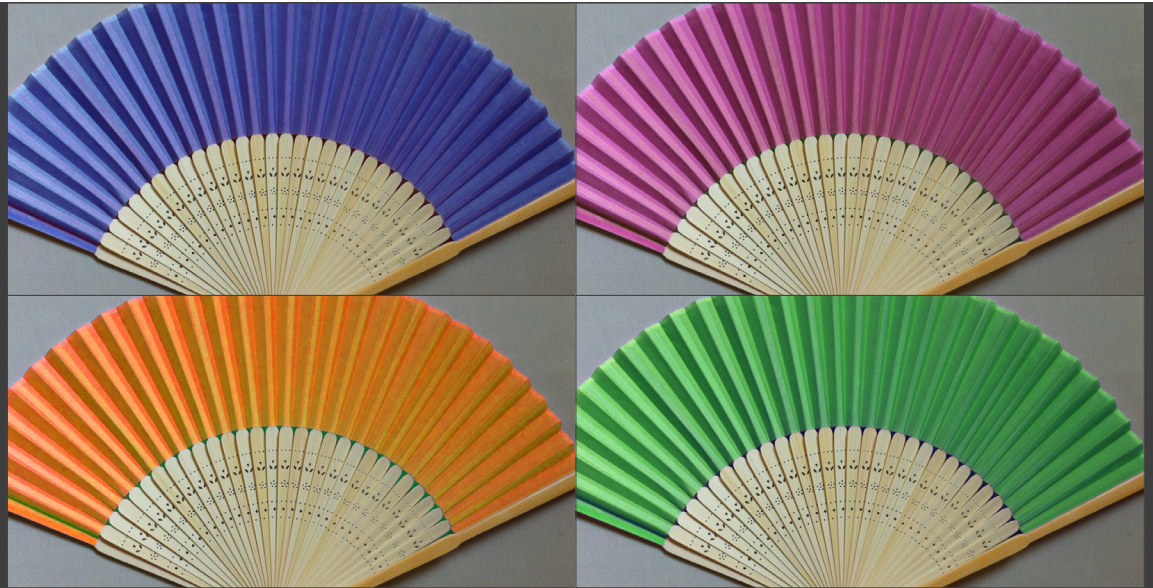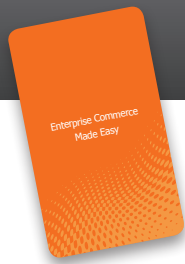# JAGGED PEAK®

Enterprise Commerce
Made Easy

EDGE OMS

The Hub that Makes Omnichannel Retailing Work

Omnichannel: customers are demanding it, and retailers want to deliver it. But, as they say, the devil is in the details.

Retailers are being driven—some out of their minds—by the trend of consumers using technology to redefine how, when and where they shop. Gartner refers to it broadly as "the consumerization of retail," and says it's disruptive, pervasive and irreversible.

While the front-end applications facilitate customer interaction, the most important capabilities in the omnichannel environment are driven by back-end systems.

The Brains Behind Omnichannel Retailing - May 2013

A cornerstone of this trend is omnichannel shopping. Consumers are demanding it; retailers need to deliver on the promise … and having a pretty website is just the beginning. There are myriad processes involved in omnichannel retailing, from orchestrating multi-channel order capture, aggregation and processing; to cross-channel order routing; to centralized inventory visibility; to a 360°-view of customer data.

Most retailers agree that key elements of a successful omnichannel strategy include operational links between retail channels and integration between disparate technology platforms in order to have visibility into product, order, inventory and customer data.

While the Order Management System (OMS) is widely known to facilitate order capture and routing, many retailers don't realize that most of the behind-the-scenes activities in omnichannel hinge on the OMS.

At Jagged Peak, we purposefully designed our EDGE™ OMS to serve as the central administrative hub that provides all of the necessary interfaces to the various front-end and back-end systems needed for omnichannel commerce. This includes tracking and storing customer data, processing orders, sourcing orders for fulfillment and providing visibility and real-time data sharing for all systems in the retail supply chain.

A white paper titled *"The Brains Behind Omnichannel Retailing"* published in May 2013 by FitForCommerce concludes that retailers pursuing an omnichannel strategy need to recognize the importance of back-end systems and divide their focus between the front end and building a solid back-end foundation.

Retailer OMNI Channel Sales
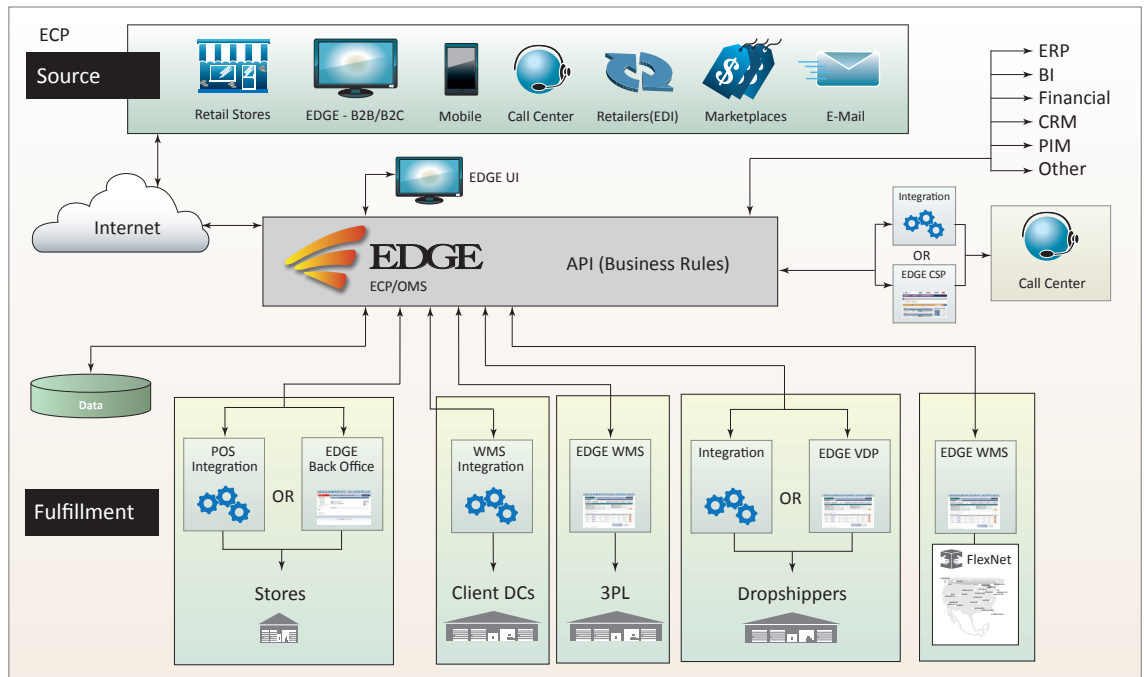
The EDGE OMS is the ideal hub to support omnichannel retail because it facilitates all of the following activities:

- Real-Time Enterprise Visibility (Orders, Inventory, Customers, Logistics)
- Order Aggregation (Sources and Formats)
- Order Life Cycle Management (Perfect Order)
- Rules-Based Order Sourcing (DC, Store, Drop-Ship)
- Multi-Point Inventory Management (Real-Time ATP)
- CRM/360° Customer View
- Store Order Settlement/Fulfillment
- Returns/Reverse Logistics

About EDGE

Comprehensively, EDGE is an industrial-duty, totally Web-based eCommerce *and* OMS platform designed to manage every aspect of the single-, multi- or omnichannel business with "buy anywhere, fulfill anywhere, return anywhere" capabilities.

Even the greatest-looking website, without an omnichannel-ready OMS to support it, will still be lacking the ability to deliver on the omnichannel promise.
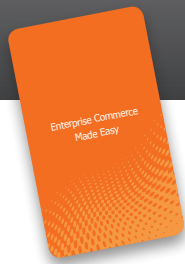
As an ECP, EDGE enables you to create, deploy and manage one or multiple B2B, B2C and mobile commerce web stores using the latest best practices and tools for comprehensive web page content and graphic administration, product cataloging and merchandising, SEO administration, payment processing, online marketing, sales promotions and much more.

Considered a best-in-class distributed order management system, the EDGE OMS aggregates and manages the life cycle of virtually any order type (sales orders, drop-ship orders, pre-orders, back orders, blanket orders, split orders, auto-ships/recurring orders, subscriptions, digital downloads and complex continuity orders) from virtually any order source (retail store, website, mobile site, in-store kiosk, call center, EDI/XML or other file transfer methods).

On the back end, EDGE monitors inventory in real time, regardless of whether it resides at a DC, 3PL, store, manufacturer, product supplier or drop shipper. Because EDGE "sees" all available inventory, it can source orders to the optimal fulfillment point, streamlining the order execution process, optimizing inventory, reducing shipping costs and enhancing overall customer satisfaction through exceptional order delivery performance.

Managed through built-in modules, EDGE gives the user real-time administrative control over processes, providing a complete, intuitive and functionally robust solution.

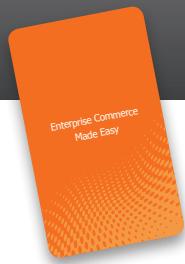| ORDER CAPTURE	ORDER MANAGEMENT	BACKOFFICE	INVENTORY MANAGEMENT	CATALOG MANAGEMENT	DEMAND RULES
LOGISTICS	WAREHOUSE SHIPPING/RECEIVING	CONTENT MANAGEMENT	AGILE WEBSITE MANAGEMENT	MEMBERS	EVENT COMMUNICATIONS
APPLICATION REPORTS	MARKETING	PURCHASE ORDER MANAGEMENT	E-MAIL BROADCAST	ADMIN	ANALYTICS

Deliver on the Omnichannel Promise

With EDGE doing all the heavy lifting, retailers can easily and cost-effectively address the needs of today's omnichannel consumers.

- Deploy and manage world-class eCommerce websites that support omnichannel commerce
- Optimize your web store for mobile commerce by configuring it to automatically switch to a smaller footprint, vertical screen view when a browser detects a mobile device
- Eliminate the need to invest in multiple applications or expensive in-house development projects because EDGE is a complete ECP *and* OMS solution
- Grow as needed because EDGE is scalable and can handle virtually any order volume or system demand
- Gain enterprise-wide visibility because EDGE seamlessly integrates with all major ERP, WMS, TMS, IMS, CRM, Financial, PLM, demand planning and other systems
- Generate improved profitability and a lower TCO because EDGE is rapidly deployed via a SaaS model
- Drive more traffic and sales with easy-to-use content management, marketing, SEO and lead-generating functionality
- Reduce vendor dependence and costs through in-house website and application administration
- Ensure an efficient supply chain with optimized inventory management
- Lower your shipping costs by automatically routing orders to the warehouse, store or drop-ship provider closest to the customer
- Maximize customer satisfaction with true "buy anywhere, fulfill anywhere, return anywhere" omnichannel shopping options

With customer satisfaction always at stake, you need a powerful order management system that executes flawlessly from order capture all the way through order fulfillment—even encompassing product returns and repair. The EDGE OMS is the hub that makes omnichannel work!

Enterprise Commerce
Made Easy

EDGE OMS Omnichannel Capabilities

EDGE Feature/Capability		Benefits
1. Multi-Channel Order Capture and Aggregation	Online, over the phone or in the store. EDGE supports the capture and management of orders from any channel, source or format. EDGE features a CSP module for direct order entry.	• Provide customer the choice of how they want to do business with you. • One system solution makes it easier and less costly to deploy and support. • Enhanced customer experience drives more business. • Gain competitive edge (We do and they don't). • Support other channels (e.g., marketplaces).
2. "Perfect" Order Creation (Order Management)	Apply business rules for frictionless order processing (payment, inventory ATP, address validation, fraud, etc.)	• Optimize inventory and stream line fulfillment processes to reduce inventory and manpower costs, (improve operational efficiency). • Improve order accuracy resulting in enhanced customer satisfaction and improve profitability.
3. Order Sourcing (Rules based or customer instructed)	Apply business rules (proximity, inventory availability, etc.) to determine best fulfillment provider (store, DC, drop shipper etc.) Enable customers to select desired location for pick-up.	• Optimize store inventory • Reduce TNT (CWT) package delivery time and cost • Enhance customer satisfaction, more business. • Improve sales margins and profitability • Gain competitive edge (offer free shipping).
4. Multi-Point Inventory Management (ATP)	Real-time inventory visibility across all stocking points enables real-time ATP for optimal order sourcing (including customer instructed)	• Order fulfillment and Inventory optimization improves profit ability (ship from store, DC or drop shipper). • Supports customer choice and elivers enhanced customer experience.

EDGE Feature/Capability		Benefits
5. Supplier Drop Ship Support	Split order, order sourcing (XML, email, file), inventory upload/management and order settlement / fulfillment capabilities (UI or integration driven) allow retailers to support / add drop ship capabilities.	• Most retailers are moving to a drop ship model to optimize sales. • Native functionality eliminates need to add another system – TTM and costs savings.
6. Built-in Integration layer	EDGE OpenTools™, ESB and APIs ease integrations to ERP, DC and store systems and customer order sources.	• Maximize existing IT investment. • Reduce cost, time and risk (business disruption) for improve rofitability. • Speed-to-market completive advantage.
7. Store Order Settlement and Fulfillment	Native UI enables retail store clerks to place in-store customer orders and fulfill web orders sourced to the store.	• Enables store level fulfillment without use of POS system. • Eliminates need to replace legacy POS system if fulfillment tools are not offered.
8. Return Order Processing	Support client business rules (full/partial refunds) for customer returns initiated online, in store or on phone (CSR) with real-time settlement of refunds and credits (payment gateway); return item inventory updates, etc.	• Improve operational efficiency (faster processing of return orders). • Improve customer experience and satisfaction (return choices). • Enforcement of company business rules (eliminate return errors).
9. Cloud Based Access	Deployed anywhere there is internet service. No client server means no hardware or software requirements	• Ease of access from any location. • Speed of deployment. • Deployment and ongoing cost savings.
10. CRM and CSP	Track and view customer transaction activity and profile (real-time). Provide customer CSR capabilities to service customers from anywhere (order capture, return order, order status, customer notes etc.)	• Understand who your best and worst customers are. • Improve customer service with real-time access to customer info. • Eliminate need for another system and integration equals cost savings.

JAGGED PEAK®
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Contact Jagged Peak today to speak to an experienced eCommerce professional.

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