

# The Case for Order Operations



## What is Order Operations?

The management of omnichannel order-to-delivery workflows

## What are the goals of Order Operations?

- ✓ Control data flows from sales to fulfillment to delivery
- ✓ Balance growth / cost / customer experience
- ✓ Align order processes with applications
- ✓ Remove friction & cost

## How It's Done Today



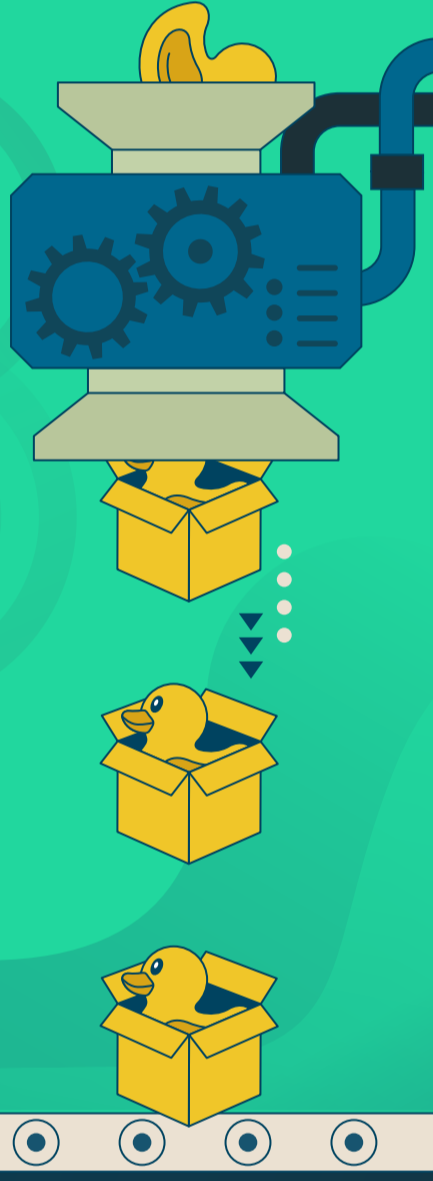
### Problems

- ▶ Delayed Shipments
- ▶ Order Errors
- ▶ Stockouts
- ▶ High Return Rates
- ▶ Inefficient Workflows
- ▶ Low Visibility
- ▶ Unsold Inventory
- ▶ Limited Scalability
- ▶ Inaccurate Reporting

## The Ecommerce Revolution!

A changing landscape is giving modern merchants & brands tremendous new opportunities to market and sell their wares.

- ! Headless Composable
- ! Artificial Intelligence
- ! Retail Convergence
- ! Social Commerce
- ! Cross Brand Selling
- ! DTC 3PLs 4PLs
- ! Marketplaces
- ! B2B
- ! Omnichannel

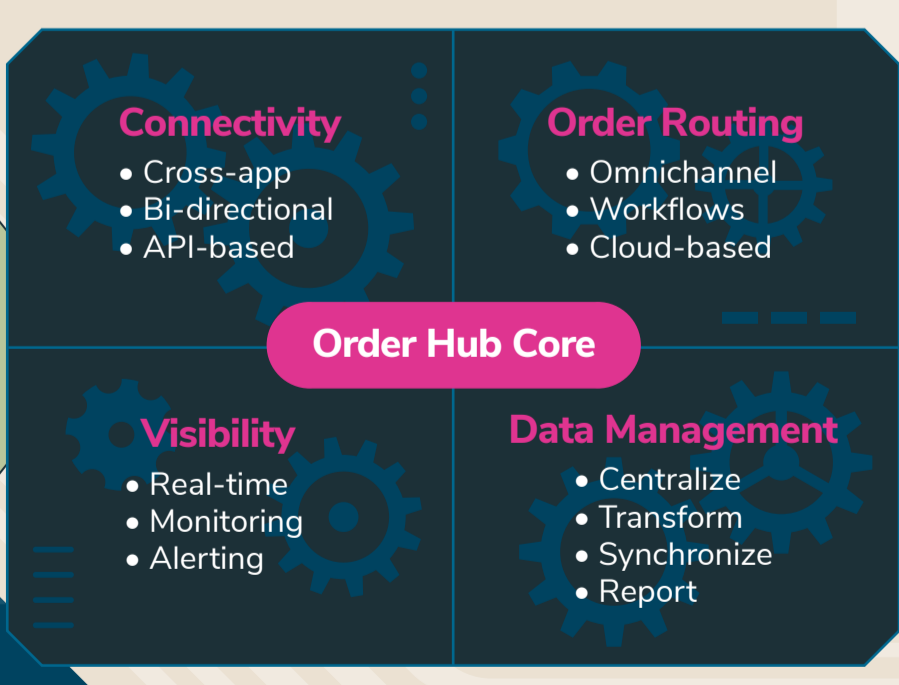


## Today's Order Ops Requirements

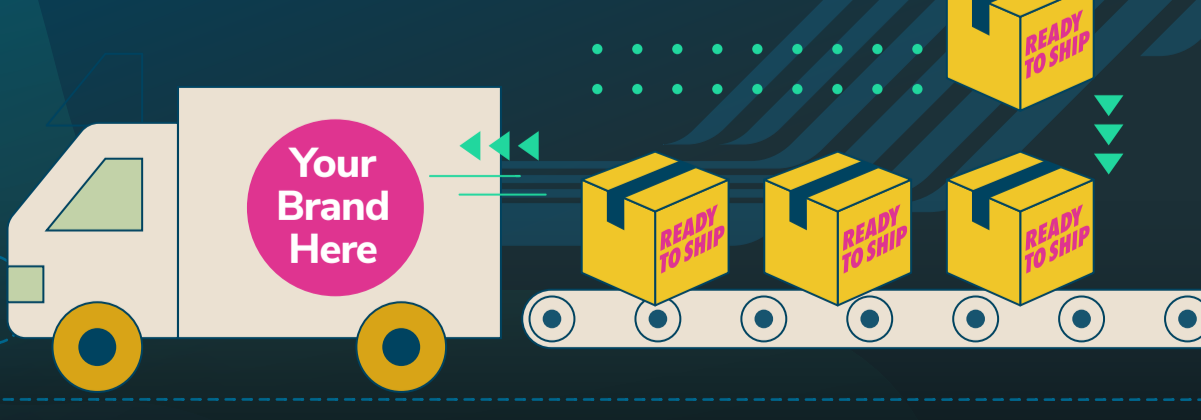
All stakeholders need a solution that:

- ✓ Easily connects all apps & endpoints
- ✓ Keeps orders and inventory in sync no matter volume
- ✓ Controls costs at every step
- ✓ Runs touchlessly with no dedicated IT
- ✓ Allows full visibility & control at all steps
- ✓ Future Proof. Easy to change and update.
- ✓ Uses performance data to optimize
- ✓ Ensures a great customer experience
- ✓ Fast to setup, easy to maintain!

## The Coming of Next-Gen Order Ops Solutions



Streamline and unify all order-to-fulfillment workflows with a simple, all-in-one Order Ops cloud solution.



Learn More:

- "How to turbocharge your ecommerce business" (Pipe17)
- "5 ecommerce fulfillment trends set to shape 2023" (Ryder Ecommerce)
- "How to explain headless to a 5-year-old" (Rick Watson)
- "The benefits of unified commerce" (ShipBob)
- "How to optimize ecommerce customer support with automation" (Loop)
- "APIs 101" (Infoplus)

Share This Infographic



Brought to you by:

