Dydacomp®

Order Management for Magento
September 11, 2013

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- Introductions
- Role of Order Management in eCommerce
- What is Order Management (OMS)?
- OMS gaps in Magento
- Case Studies
- Conclusion

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- **Order Management Software for small and mid-size retailers and fulfillment houses**

- **2,000 customers who collectively generate $2.6 billion in annual sales**

- **Magento Gold Industry Partner**

Sample Magento – Dydacomp Customers

Role of Order Management in eCommerce

Customer Experience

Merchant Experience

Magento Domain
- eCommerce store(s)
- Site Design & customer experience
- Marketing functions
- Shopping experience
- Price and promotional
- Order Placement
- Payment Information
- Acknowledgement
- Customer Information
- Sales & Marketing Information

Other Sales Channels:
- 3rd party marketplaces
- Call center
- POS

Order Management Domain
- Order & Inventory Management
- Order verified for fulfillment
- On-hand, Drop-ship, backorder?
- Optimize location/shipping
- Pick, Pack, Label, Ship
- Returned product processing
- Inventory management
    - Minimum/Reorder point
    - Purchase order automation
    - Warehouse/Bin/Lot tracking
- Payment Validation
- Customer History/Database updates
- Accounting system updates

Role of Order Management in eCommerce

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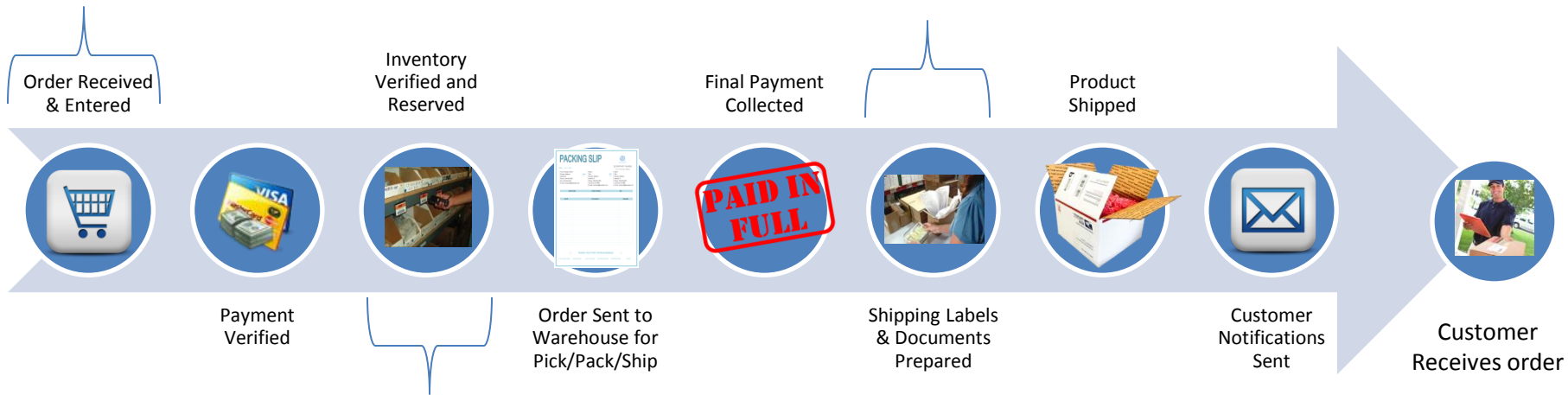
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- Order
- Product
- Customer
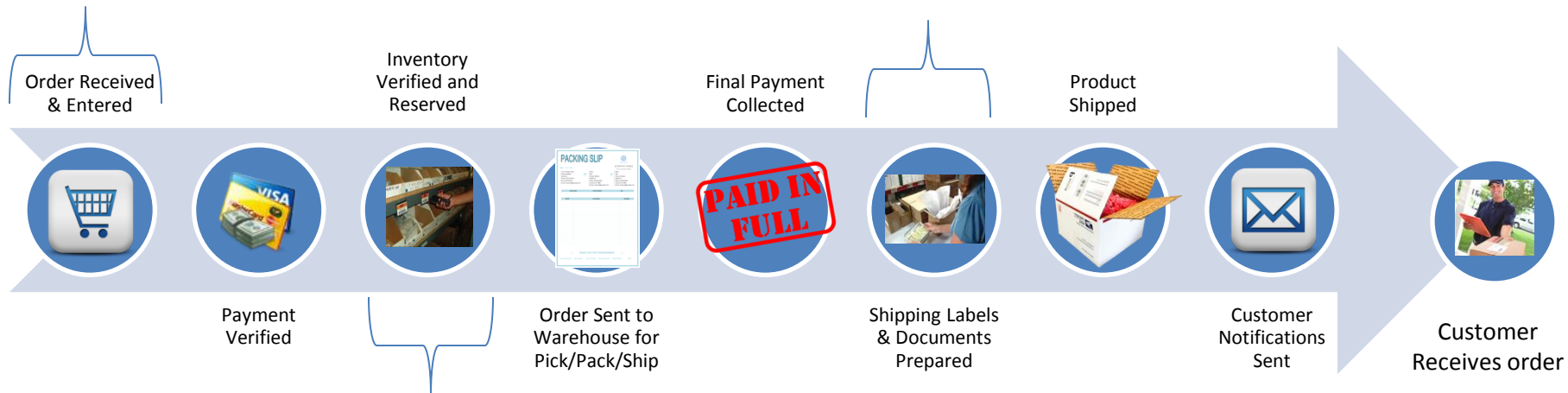- Inventory Information

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Order Received & Entered

Inventory Verified and Reserved

Final Payment Collected

Product Shipped

Payment Verified

Order Sent to Warehouse for Pick/Pack/Ship

Shipping Labels & Documents Prepared

Customer Notifications Sent

Customer Receives order

PAID IN FULL

PACKING SLIP

Dydacomp®

- Imported from Magento or other web store
- Imported from marketplace
- Imported from 3rd party call center
- Manually entered
- All processed in unified workflow

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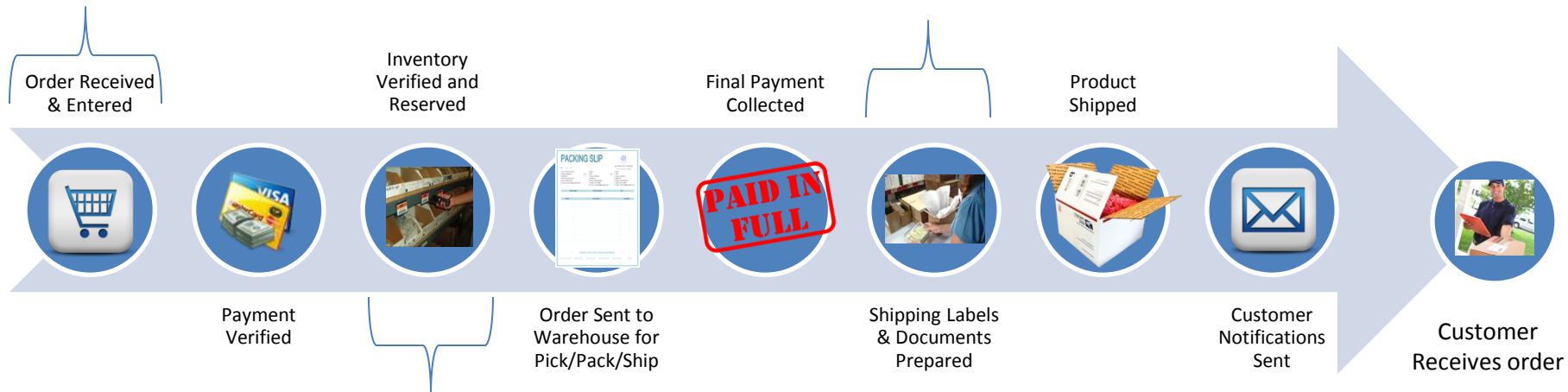Shipping Labels & Documents Prepared

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•Track inventory for products that are shipped directly or drop-shipped
- Alert to low-level inventory
- Create PO to replenish stock
- Process returned merchandise
- Track Warehouses, SKU's, Bins, Lots

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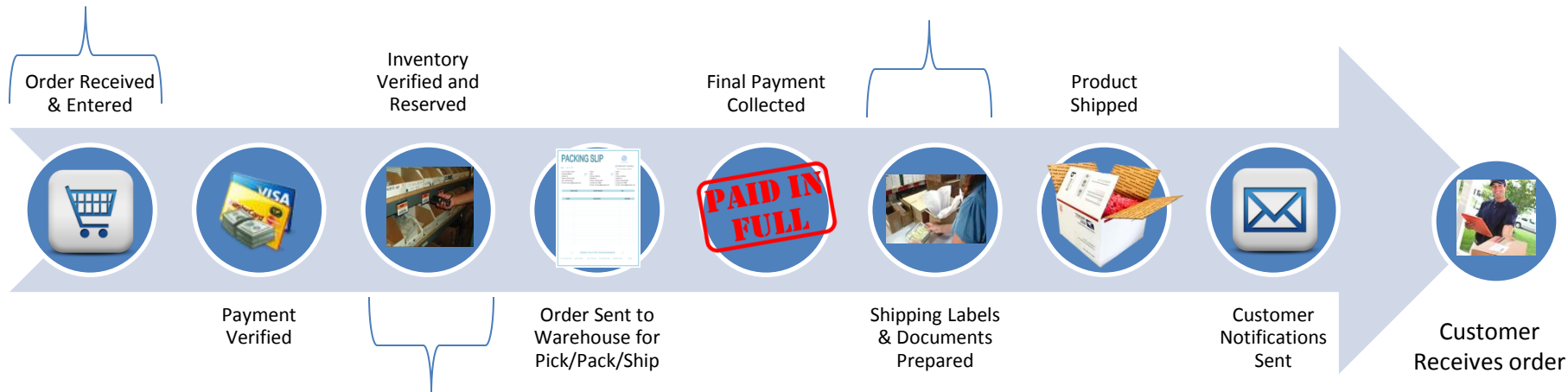- Manually entered
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- Pick, Pack, Ship automated workflow
- Automated printing shipping labels
- Unlimited shipping methods
- Comprehensive shipping rate management

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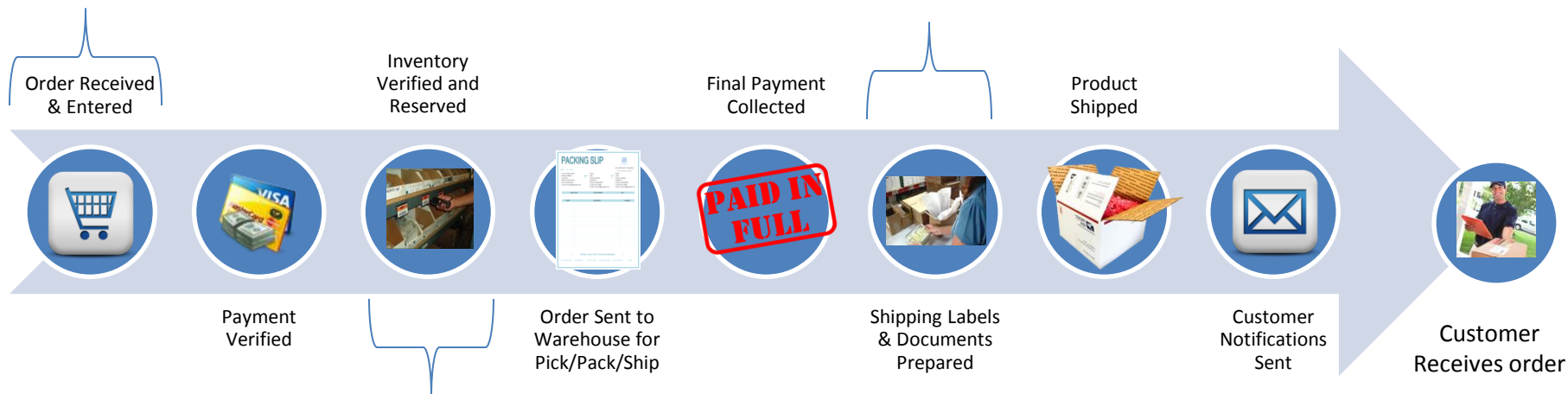Customer Notifications Sent

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- Complete customer & order history database, across all channels
- Rapid customer-service look-up
- Send tracking info and customer update to Magento, source channel
- Update accounting system

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OMS Capabilities that are not available in Magento:

- Inventory management capabilities, including:
    - Multiple warehouses
    - Drop-ship management
    - Bins and/or Lot Tracking and prioritization
    - Returned Merchandise handling in inventory (RMA)
    - Shipment optimization based on warehouse location
    - Multiple costing methods
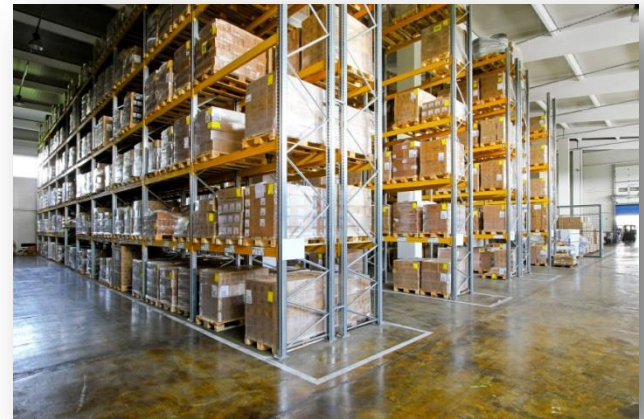
OMS Capabilities that are not available in Magento:

- Inventory Procurement, including:
  - Track and report inventory re-order points/low level balances
  - Generating purchase orders for inventory replenishment, tracking them, receiving, etc.

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OMS Capabilities that are not available in Magento:

- Detailed fulfillment management, esp. in-house
    - Single or multi-step pick/pack/ship workflow
    - Pick tickets/packing slips/3rd party invoicing
    - Multiple ship-to address on single order

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OMS Capabilities that are not available in Magento:

- Call centers, esp. for retailers with catalog operations
  - Expedited order entry and cross-channel product/customer look-up for call center reps
- MultiChannel Visibility
  - Single order fulfillment workflow for orders from all sales channels

Capabilities:

- Download orders automatically or on demand

  - Simple, Attributed, Grouped and Bundled products

- Upload order status information & inventory quantity available for sale

- Automatically sync product, price, tax, shipping costs & inventory to/from order management system

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- **Business Challenges**
  - Luxury bedding wholesaler who took the business online
  - Aging eCommerce platform
  - Growing rapidly

- **Original OM Process**
  - Used QuickBooks for order management/inventory control

- **Improvements Needed**
  - Inventory control
  - Forecasting
  - Simplified order management
  - Improved credit card capture
  - Accurate shipping estimates
  - Multi-Channel Support

shopbedding.com
the exclusive bedding shop

Comfort & Quality
300 Threadcount Cotton Sheets

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- # Magento
    - Open Source allows them to retain control
    - Strong marketing functionality
    - Multiple Stores from 1 install
    - Widely supported & adopted
    - Clear Roadmap for Future Development

- # M.O.M./Dydacomp
    - Reduced manual work by 50%
    - Increased visibility of inventory
    - Batch order & CC processing
    - Purchasing & Inventory Low Levels
    - Shipping rates comparison lookup
    - SQL database

Magento

M.O.M.®
multichannel
order manager

GRAND RIVER

Lobster Gram®
fresh. fantastic. unforgettable.   Since 1987

NEW

CLIENTS

LOBSTERGRAM
CHICAGO, IL

"We're more than a gift...we're an experience"™ says the team at LobsterGram. LobsterGram is the original home lobster delivery company, in business more than 25 years. To take the growth of their online channel to the next level and give customers a better shopping experience in time for this year's all-important holiday season,

Grand River will integrate Multichannel Order Management (M.O.M.) from Dydacomp with the Magento e-commerce platform to create LobsterGram's new online store. The order management system handles order import, inventory management, order processing and fulfillment, automating site functions like shopping cart checkout and giving LobsterGram seamless order management across all their shopping channels and lines of business.

WOW!

SERVICES INCLUDE: Strategic Services | Analytics | Information Architecture | Creative Design & Branding |
Interface Development | Technical Integration | Testing | Training

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Sales Channel Integration

- **Magento eCommerce platform Integration**
  – Synch scheduling
  – Product import & publish
  – Order and Customer synch
  – Product attributes
- **Amazon integration**
  – Synch scheduling
  – Product import & publish
  – Category synch
  – Order and Customer synch
  – Amazon product attributes

Order Management

- Configurable processing steps
- Bulk pick, pack, invoice printing
- Order review & flagging
- Order updating & editing
- Manual order creation
- Shipping integration
  – UPS
  – USPS/Endicia
  – FedEx
- Back order support
- Order processing prioritization
- Returned merchandise
- Special handling & processing instructions

Inventory Management

- Supplier management
  – Price level management
- Purchase order
  – Special processing instructions
- Receiving
  – Partial receiving
  – Automatic order backfill
  – Receiving instruction
- Multiple warehouses
- Inventory adjustments & Transfer
- Bin priority (for processing)
- Always updated inventory information
- Variation or Attributed Products (Size, color, etc.)
- Lot Tracking

Customer Management

- Create & Modify customer information
- Merge customer records
- Multiple shipping & billing address
- Multiple credit card information
- Customer interaction notes
- Order history

Basic Business Intelligence

- Order processing & status – at a glance
- Sales history and source
- Bin & Product inventory

QuickBooks/Accounting Integration

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1. OMS is essential for small and mid-size retailers & fulfillment businesses
2. OMS automates the merchant-facing back office operations
   - Inventory, esp. multi warehouse, drop-ship, returned merchandise (RMA)
   - Inventory Procurement
   - In-house fulfillment workflow
   - Call center order entry
   - MultiChannel visibility
3. Fills in the key Magento gaps re: Order Management:

M.O.M.®
multichannel
order manager

Freestyle
commerce™

- 2,000 customers
- Windows/SQL Server
- Rich, extended functionality
- Magento and other eComm
- PCI Compliant
- One-time license (financing available) or term

- In beta
- Commercial launch Q1, 2014
- <u>Exclusively</u> for Magento
- Cloud-based SaaS
- Order, Inventory, Customer functionality

- Red Stage
- BriteSkies
- Curve Commerce
- ExpandLab
- Corra
- Groove Commerce
- Hara Partners
- Classy Llama
- Digital Operative

- One Pica
- LogicBroker
- Gorilla
- Eyemagine
- Grand River
- Lyons
- Guidance
- Unleaded Group
- Paradox Labs

- Visit www.dydacomp.com

- Discuss incorporating M.O.M. or Freestyle into your Magento eCommerce solution with your Magento Solution Provider partner

- For Freestyle Beta, contact:
  – Mark Brandwein, VP Sales at mark.b@dydacomp.com
  – Mike Nardini, VP Partners at mike.n@dydacomp.com
  – Kevin Loo, VP Development at kevin.l@dydacomp.com

MAGENTO
GOLD
INDUSTRY PARTNER

Questions?