



Magento**Live**
UK | 2016



Magento Commerce Order Management Customer Driven Fulfillment Platform



Rob Sweeney

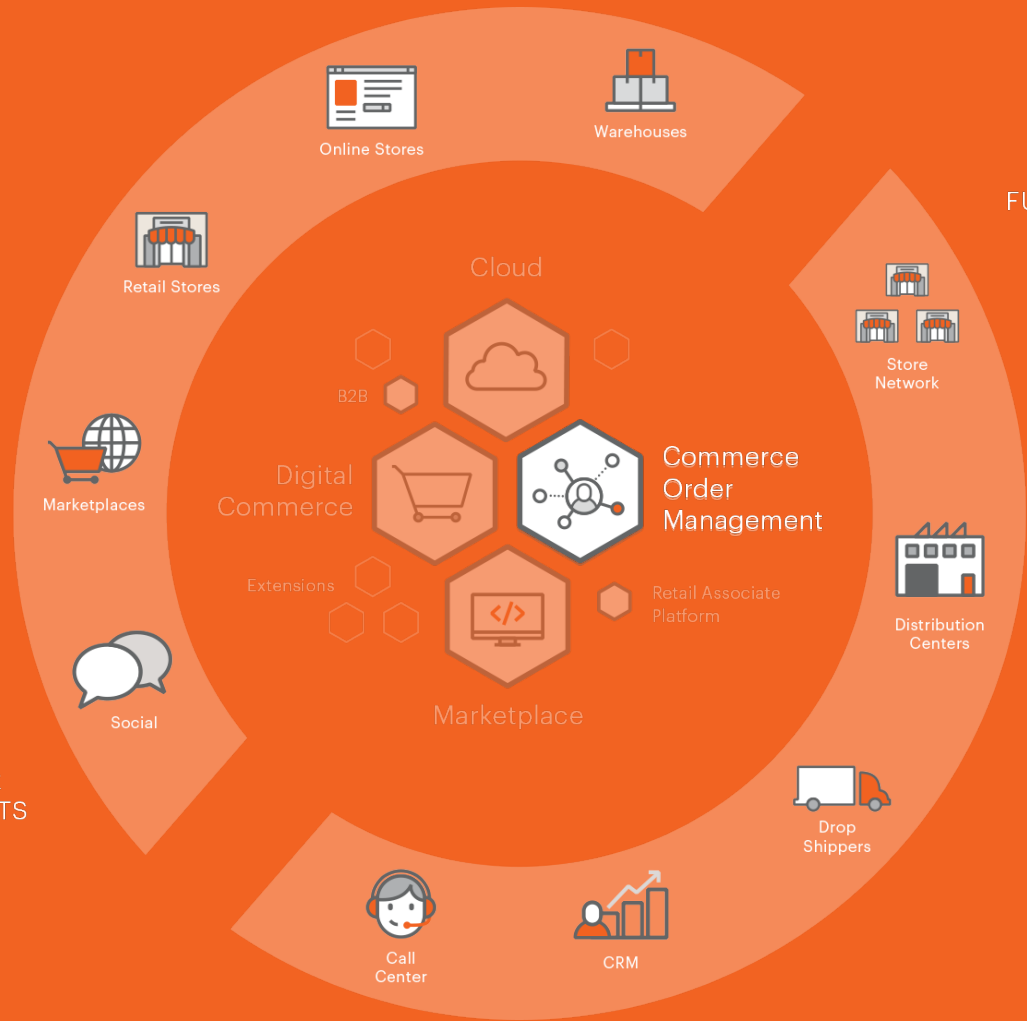
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Magento Commerce Order Management

Agenda

- ❑ Why a Modern Order Management Platform is critical
- ❑ Example of a Innovation with Magento Commerce Order Management
- ❑ Overview of a Modern Order Management Platform
- ❑ Experience and Success
- ❑ Typical Use Cases
- ❑ Platform Capabilities Overview
- ❑ Questions



Consumer Expectations



Online Stores



Warehouses

ORDER FULFILLMENT



Retail Stores



Store Network



Distribution Centers

New Fulfillment Strategies

Emerging Channels



Marketplaces



Social

CUSTOMER TOUCHPOINTS



Call Center

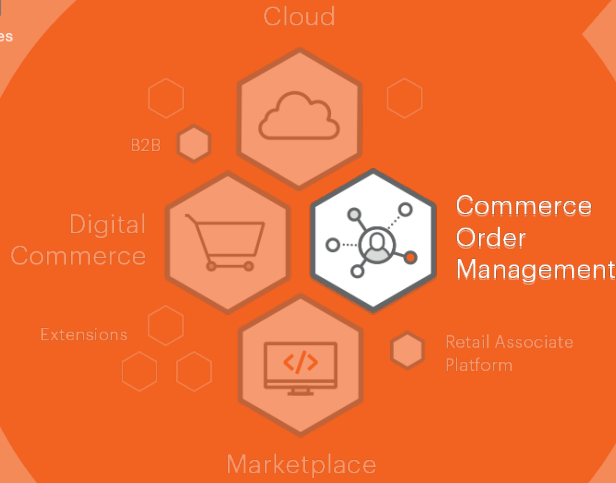


CRM

Quicker Delivery Methods



Drop Shippers



Consumer Driven Fulfillment Experience



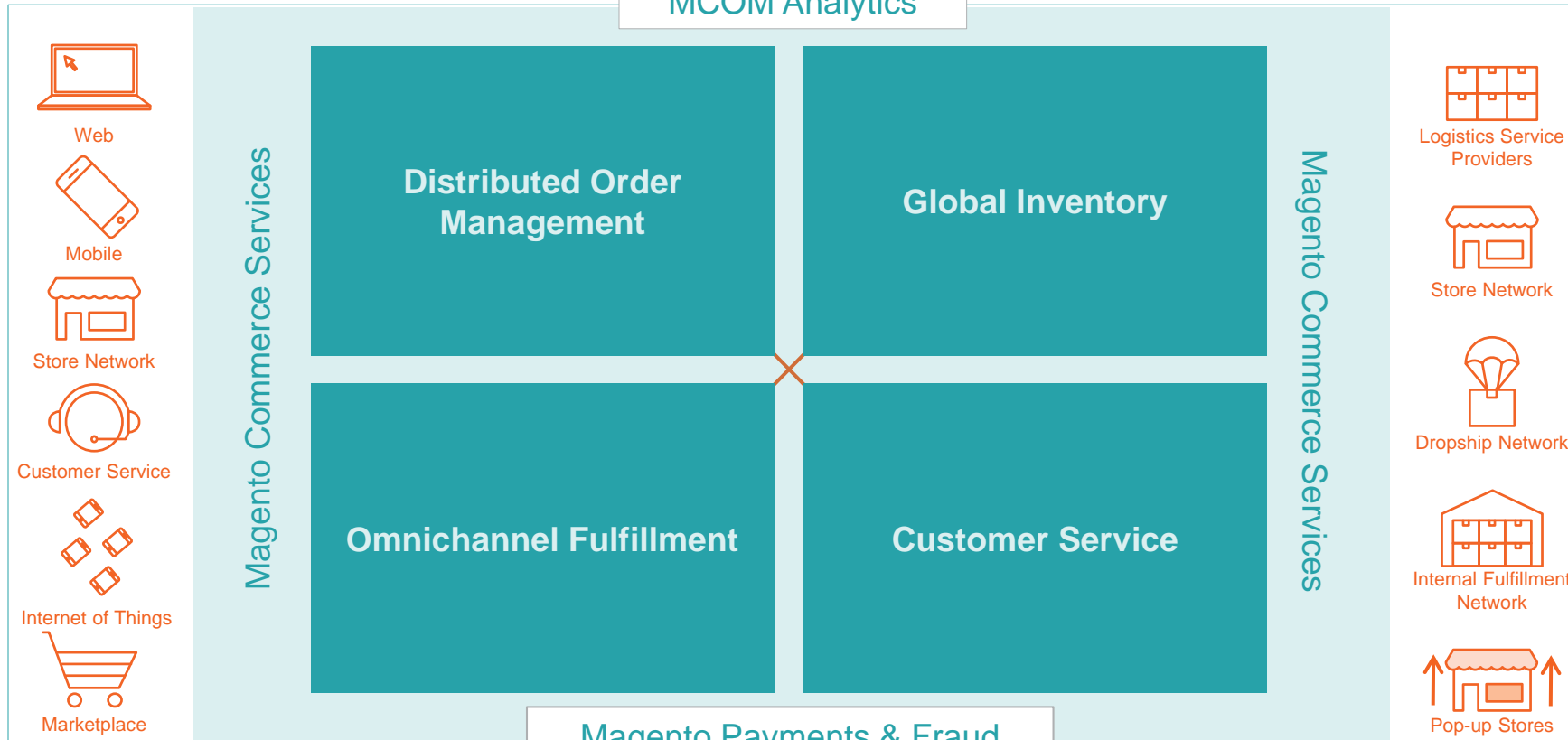


Magento Commerce Order Management

is a **modular, cloud based platform** designed to provide centralized **inventory, order** and **fulfillment** capabilities that enable commerce businesses to deliver a consistent, low friction, omnichannel experience to the customer. Providing a platform to manage and analyze all logistics, customer service and payment processes of an order from creation to completion

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MCOM Analytics



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Experience and Success

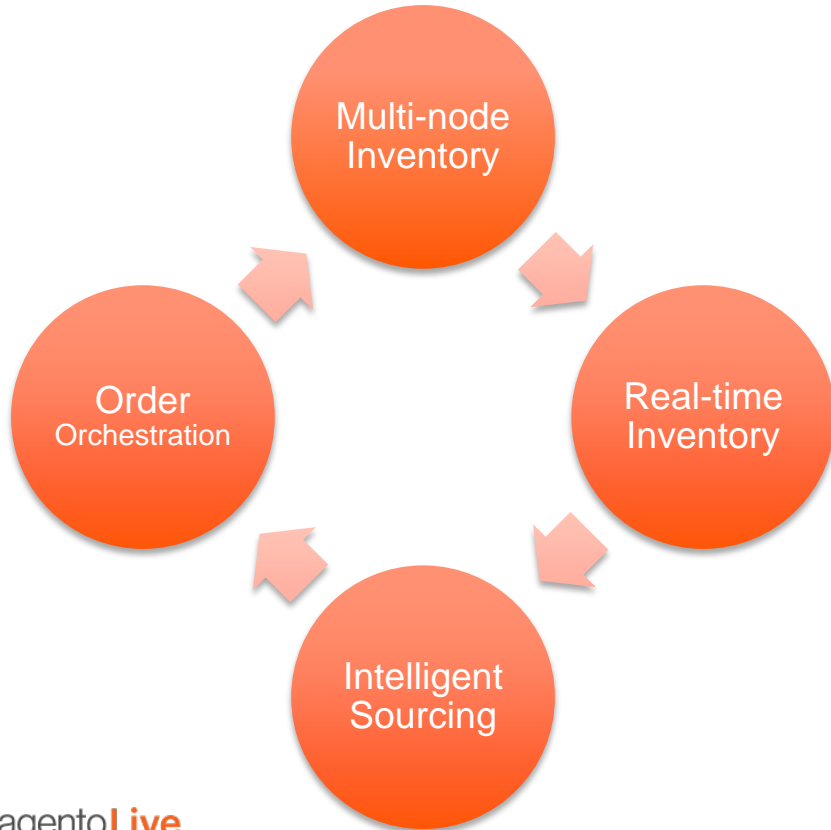
Magento Commerce Order Management



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Typical Use Cases

Fulfill from Anywhere

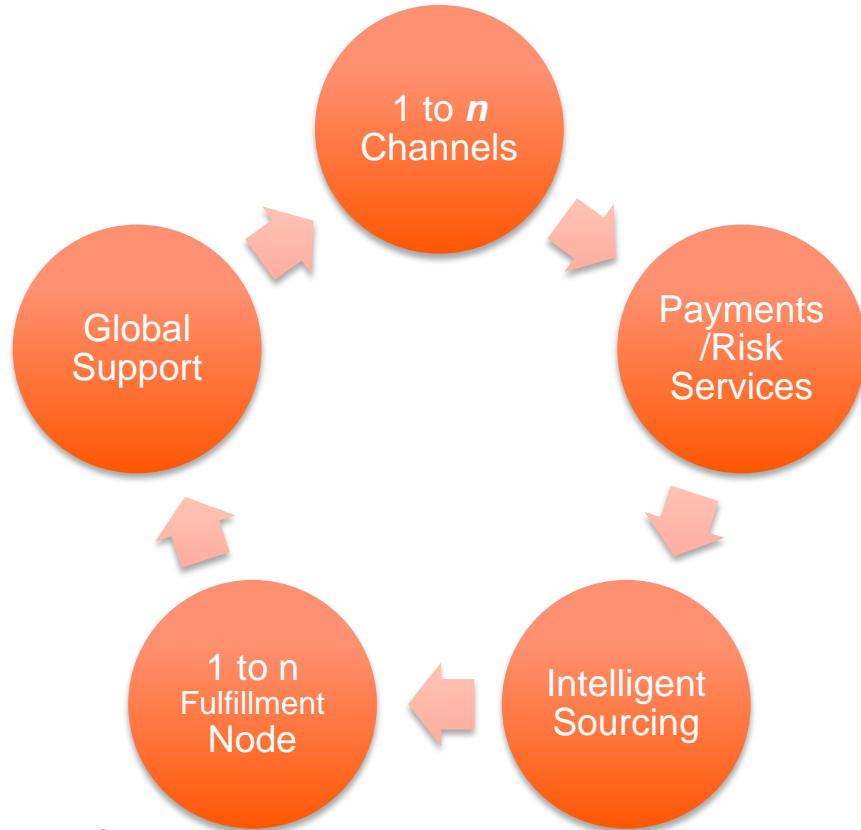


DEVLYN 

Seamlessly use inventory from wherever it may be, while at the same time giving the consumer a consistently excellent experience

- ✓ increase sales,
 - ✓ reduce lost sales,
 - ✓ sell a deeper/broader catalog,
 - ✓ increase my inventory performance
-

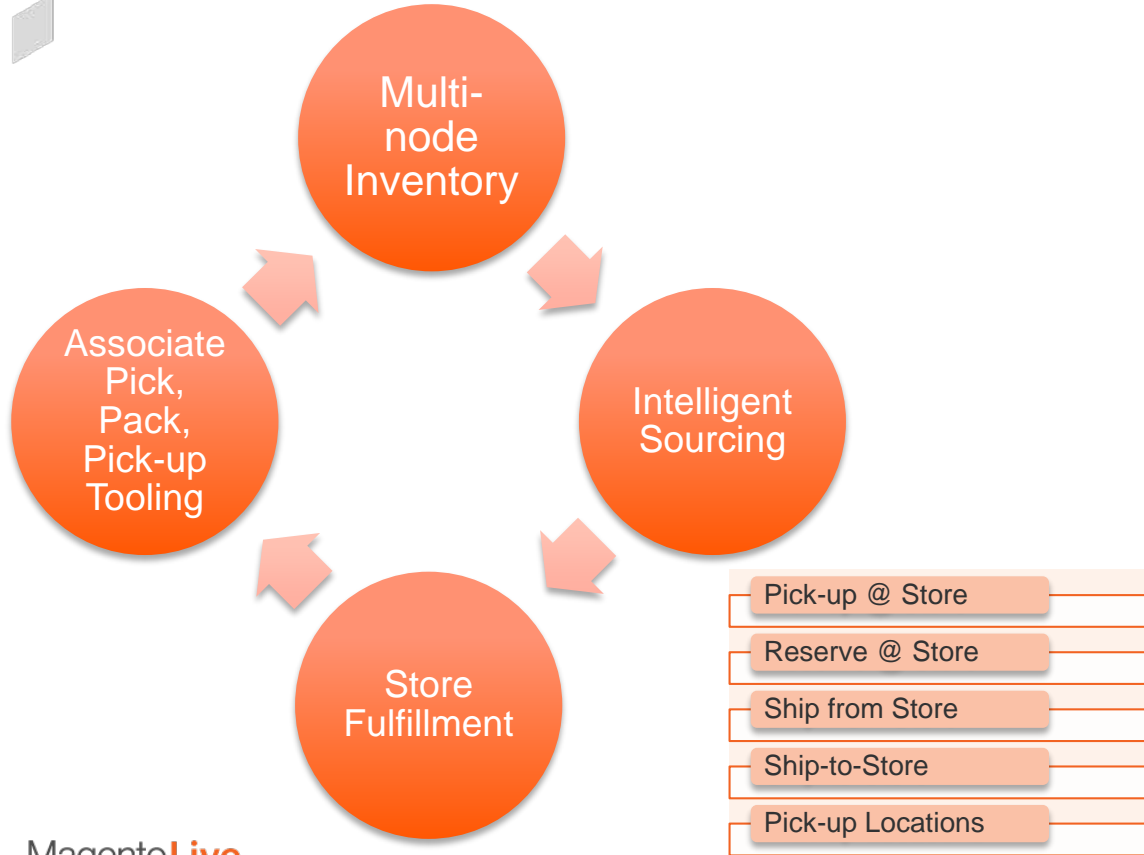
Global Commerce



Expand operations globally while providing customers a consistently excellent experience in all markets...

- ✓ enter new markets quickly
 - ✓ have consistent processes in all regions
 - ✓ drive global expansion
-

Customer Driven Fulfillment



Use store networks to create differentiated fulfillment services for increasingly demanding customers

- ✓ increase in-store sales
 - ✓ meet the consumer's fulfillment demands
 - ✓ Leverage physical channels with digital channels
-

Magento Commerce Order Management

Platform Capabilities Overview

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MCOM Analytics



Web



Mobile



Store Network



Customer Service



Internet of Things



Marketplace

Magento Commerce Services

Distributed Order Management

- Order state & event management
- Order orchestration & routing,
- Partial shipments, order splitting
- Presales, backorders, returns

Global Inventory

- Track inventory at any node
 - Stores, vendors, DCs
- In-transit inventory
- Intelligent sourcing and allocation

Omnichannel Fulfillment

- Ship-from-store
- Store pickup, click & collect
- Ship-to-store
- Pick-and-pack
- Carrier integration

Customer Service

- Order details/ status lookup
- Order modification & cancellation
- Appearments/ refunds/ credits
- Order escalation workflow

Magento Commerce Services



Logistics Service Providers



Store Network



Dropship Network



Internal Fulfillment Network



Pop-up Stores

Magento Payments & Fraud

Stock Reservation for New Orders



Orders from various sales channels are imported in the OMS. Stock is reserved for all the inflight orders at the aggregate level.

Orders Batched in a Queue



The source engine have configurable timeframes for the execution of the source logic. Between each execution the orders not yet allocated are kept in the queue.

Sourcing Based on Demand Rules



At the scheduled time, the sourcing engine is processing all the batched orders. The combination of business rules, stock availability and stock demand will define the best source option for each order line.

Orders are Sent to Fulfillment



Once the best sourcing option has been selected, each order shipment is sent to the fulfillment provider. That provider could be a warehouse, DC, drop shipper or physical store.

Sourcing Optimization

Sourcing Configurations

[Discard Changes](#) [Save](#)

Optimization criteria and sequence

Save shipping cost Selected <p>Optimization criteria and sequence: Round 1: Item restrictions Round 2: NO. of shipments Round 3: Source priority</p> <p>How it works: The system evaluates all qualified sources and choose the one that can fulfill the order with minimal order splits. In a tie situation, the source with the highest priority rank will be chosen.</p> <p>Risks: include risks if necessary</p>	Support ship from store Select <p>Optimization criteria and sequence: Round 1: Item restrictions Round 2: Source priority</p> <p>How it works: The system chooses the source with highest priority rank to fulfill an order. Assign stores with higher priority ranks to support ship from store.</p> <p>Risks: Stores can possibly get overwhelmed with ship from store orders. Stores may end up with low or even zero inventory on certain items.</p>
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Item Restrictions

No item restrictions have been set. [Add item restriction](#) [Next Page](#)

Order Settings

Maximum order splits

Source settings

[View and edit](#) source settings such as allocation schedule, maximum orders per day, and priority rank.

Sourcing Configuration with Analytic Insights

Average Order Splits

2.6 (-0.2)

Average Fulfillment Time Per Order

53 minutes (+11 minutes)

Average Fulfillment Cost Per Order

\$5.60 (-\$0.80)

Optimization Sequence



Saving Shipping Cost

Select

- Sequence**
1. Item Restrictions
 2. Number of Shipments
 3. Source Priority

Summary The system chooses the source that can fulfill the order with minimal order splits.

[View Details](#)

Support Ship From Store

Select

- Sequence**
1. Item Restrictions
 2. Source Priority

Summary The system chooses the source with highest priority rank to fulfill an order. Assign stores with higher priority ranks to support ship from store.

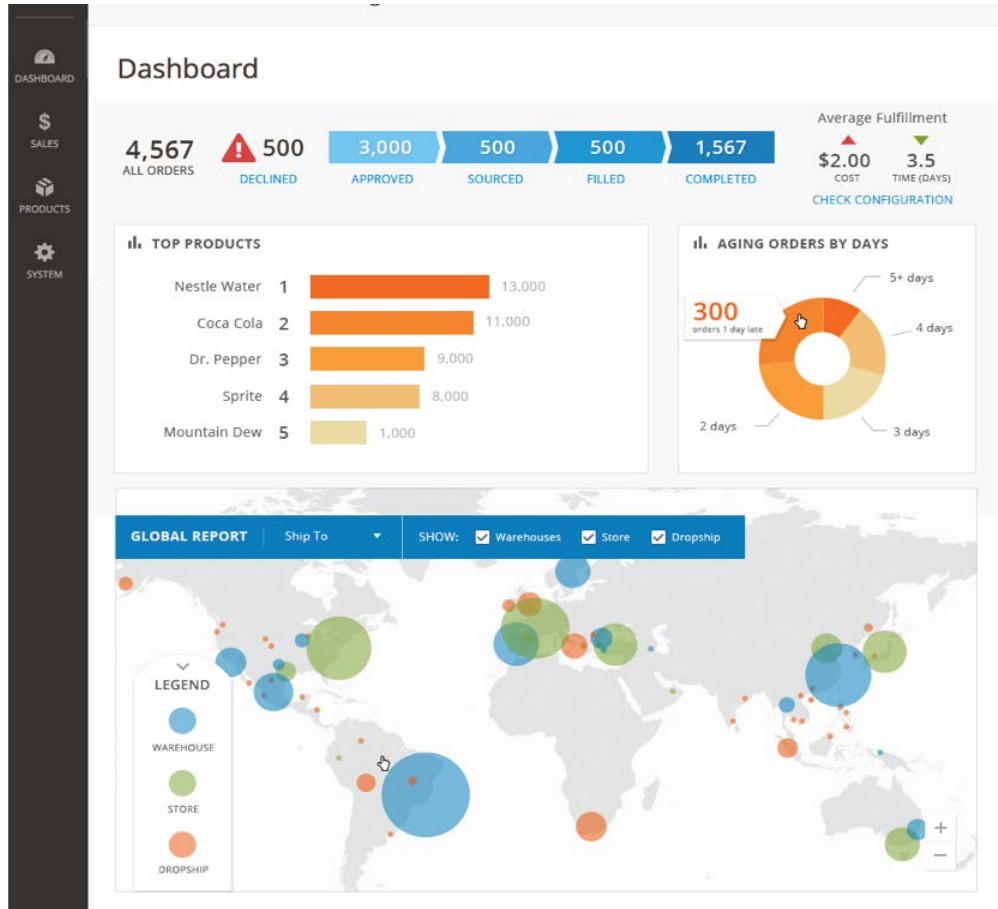
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Build your own

✓ Selected

Sequence

Actionable Dashboards





Questions

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