Excite your customers with a seamless buying experience **across all channels and devices**

ORDER MANAGEMENT

1
IMPROVE FULFILLMENT EFFICIENCY

Reduce your fulfillment costs by 10-15% with intelligent order routing.

2
ADVANCE SUSTAINABILITY EFFORTS

Ensure an optimized and eco-friendly delivery process that reduces emissions and improves your carbon footprint.

3
INTEGRATE BUSINESS PARTNERS

Seamlessly integrate suppliers, distributors or marketplaces – no matter what your supply chain looks like.

4
PROVIDE TRANSPARENT INFORMATION

Empower your team and customers with real-time insights into order status, returns, order history, invoices and more.

Want to create a more consistent buying experience and optimize your fulfillment processes? Connect all links in your product supply chain – from inventory to payment and delivery to any returns – with Intershop's Order Management.

Master the omnichannel buying experience

As the boundaries between B2B and B2C online shopping continue to blur, customers are becoming increasingly sophisticated and comfortable in their online purchasing behavior. They expect a **seamless and personalized shopping experience**, regardless of whether they are shopping for business or personal use, and they want to dictate the terms of the interaction – from choosing the channel, to deciding when and where they engage with a vendor. And that's just the customer-facing side of the equation!

Seamless order management requires **flexibility**, enabled by **smooth integrations and cross-channel order processes**. It's about bundling business-critical processes into a **holistic business strategy** with cross-system solutions. At the core of this approach lies a deep understanding of your customers with their evolving needs. However, to truly succeed, it is also essential to have real-time insights into inventory and deliveries as well as seamless connections to your warehouses, suppliers and distributors.

Intershop's Order Management gives you a complete overview of all your orders from all your different sales channels. This allows you to respond quickly to changing requirements while providing a consistent, convenient buying experience.

Improve efficiency and processes

Get a holistic view of your sales channels and capture every step in the supply chain of your ordering process – from suppliers to the warehouse. Our system relies on APIs to easily **connect to all your crucial order-related information** and serves as the central interface between your customer interactions and your internal ERP-based business processes.

Leverage real-time updates to optimize your cross-system order processes, including supply chain, order fulfillment, and shipping. Get insights into product availability and use intelligent order routing to **make deliveries more efficient and reduce your distribution costs**. The order management system automatically orchestrates each order as needed, depending on predefined customer preferences, individual order fulfillment rules or based on information from brick-and-mortar retailers and suppliers.

Key features

1 **Centralized real-time inventory management** to see what products are available where and redirect orders accordingly.

2 **Payment and billing management** for approval, payment, and credit processes, and easy integration with multiple payment providers.

3 **Intelligent order orchestration** to adapt order processing and delivery based on different channel or strategy requirements.

4 **Detailed order tracking** with access to order, payment, and shipping details for individual orders.

5 Quick, **automated returns** that seamlessly link all platforms and parties involved in the process.

6 **Customer history** at a glance to review past orders and create custom offers.

Provide a consistent experience for your customers

Simplify the work of your customer service agents and leverage in-depth knowledge to **deliver excellent customer service**. Retrieve each customer's order history, learn about their preferred products, channels, and payment methods, and then **delight your returning shoppers** with offers that meet their needs across all channels. This allows you to leverage cross-sell and up-sell potential and **promote customer satisfaction and loyalty**. You can also offer them a range of self-service options to change their orders, reschedule deliveries, initiate returns, and more.
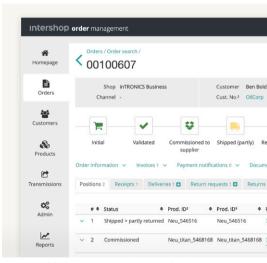
ERP and OMS: a perfect match

The demand for seamless omni-channel commerce and new digital business models create a need for more agile collaboration and deeper integration of IT systems, suppliers, and channels. ERP systems are increasingly reaching the limits of their capabilities, as they are simply not designed for this flexibility in the operational environment.

According to Forrester, order management systems complement existing ERP platforms by orchestrating orders between ERP instances, adding functionality that many ERPs lack, and providing a consistent view of orders across all front-office systems.

Order management systems are therefore the perfect complement to a typical ERP system. Combining the two, the order management system serves as the central interface between a rapidly changing online business with diverse, customer-oriented applications on the one hand and established ERP-based business processes on the other. The result: **maximum agility in day-to-day operations** without affecting your accounting and financial processes.

Connect all links in your product supply chain – from inventory to payment and delivery to any returns.

How it works

Intershop's Order Management brings together all your ordering and supply chain information and processes to **create a single source of information** for your employees, and a **better experience for your customers**. Automating your fulfillment processes allows for smart yet efficient order processing that can **reduce costs and cut CO2 emissions**.

Benefits for your business

Streamline your ordering processes, seamlessly integrate all players in your supply chain, and gain valuable insights to improve your overall efficiency and enhance customer satisfaction.

Benefits for your IT team

Take control of every step in the ordering process with easy-to-implement, API-based integrations that connect your customer-facing applications, ERP-based business processes, and external service providers.

Intershop®

We're built to **boost your business.**

See what Intershop can do for you at www.intershop.com.

SPEAK DIRECTLY WITH ONE OF OUR EXPERTS

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