



Distributed Order Management (DOM on Demand)

Solutions Overview





Distributed Order Management

The Power of D2C DOM. On Demand

Challenge

Driven by Amazon and its competitors, ecommerce shoppers now expect free, fast – often 1-2 day – delivery of their ecommerce orders from wherever they shop online. To reduce delivery time and cost, sellers need to distribute their inventory to multiple locations to be geographically closer to customers. This creates order, inventory and fulfillment management issues as sellers juggle multiple facilities, add additional locations like 3PLs or retail stores, and need to integrate disparate systems and workflows.

Solution

Etail's Distributed Order Management (DOM) solution maximizes order profitability by automatically routing orders to the fulfillment option that meets delivery requirements at the lowest total cost – including product cost and fulfillment cost by location. Orders, inventory and fulfillment are managed and optimized as an integrated network from a single, centralized hub.

About DOM on Demand

Distributed Order Management (DOM) is a powerful tool to boost margins and improve the customer experience.

Many enterprise-class Distributed Order Management systems are often expensive, require huge upfront fees, and take months to implement. DOM from Etail offers the scale of enterprise DOM, but at a fraction of the cost and time to implement.

Etail offers DOM on demand – no need for a new, expensive ecommerce platform or extended integration project. Just connect your sales channels and your inventory locations. Configure your order routing rules. Then start saving money. You only pay for what you use.





Results

DOM is designed to obtain the highest margin possible from every order while still meeting customer delivery expectations. This also improves inventory utilization and ROI.

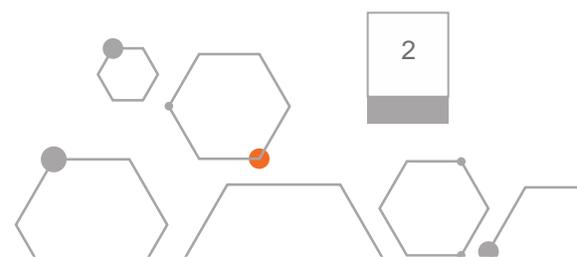
Purpose-built to solve for high-volume, single-parcel shipments, DOM from Etail is designed to work with disparate systems already in place at each location.

DOM also provides sellers with the ability to expand to new sales channels, explore new fulfillment options and add new partners; creating new opportunities for growth while limiting risk as ecommerce continues to evolve in ways that are impossible to predict.

Because DOM from Etail serves as the integration platform, sellers maintain control of their fulfillment technology stack. That makes it easy to expand, experiment and explore new options with little additional investment or IT involvement.

Key Benefits of DOM

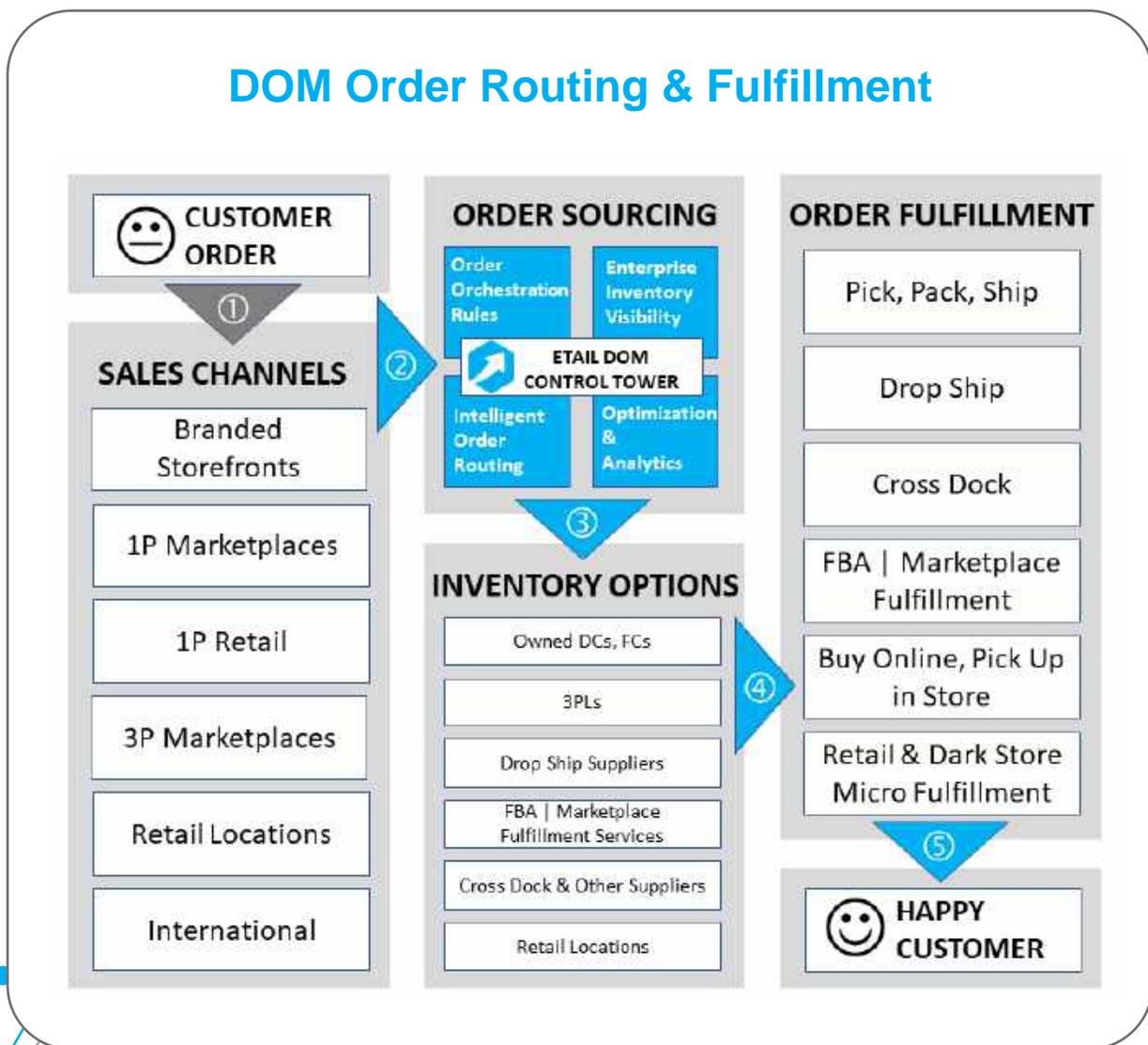
- Higher margins
- Improved inventory turns and ROI
- Profitable participation in Amazon Prime and other marketplace delivery programs
- More accurate inventory forecasting and replenishment
- Control of fulfillment technology stack
- Enhanced customer experience





Here's how DOM works

Make the best fulfillment decision, for every line item, on every order





1. Customer Order

Customer places order on a sales channel.

With more than 90 pre-built integrations, Etail supports:

- Branded storefronts powered by shopping carts such as Shopify, Magento, Big Commerce and others
- 1P marketplaces like Amazon, Walmart and others
- 1P retail sites like Target, Best Buy, Bed Bath & Beyond, Wayfair and others. Etail also support drop shipping and fulfilment platforms like Big Commerce and retail EDI platforms like SPS Commerce
- 3P marketplaces like Amazon, Walmart, eBay, Google and many others
- Retail locations and POS systems
- International channels including multi-currency conversion and pricing tools

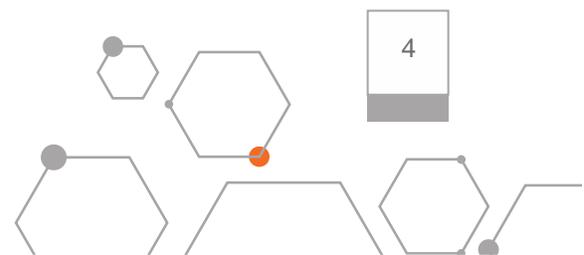
2. Etail DOM Control Tower

Etail's DOM Control Tower automatically routes the order to the best fulfillment option based on rules you set.

The Etail Solutions DOM Control Tower includes:

- **Order Orchestration Rules**

You set the rules to route orders based on your business model and workflows. Rules for routing can include real-time fulfillment costs by location, proximity to the shopper, negotiated shipping rates by facility, location fulfillment capacity and more. Plus Etail supports regional shipping templates, so you can customize your fulfillment strategy by SKU, by location.





- **Enterprise Inventory Visibility**

Etail's DOM Control Tower offers a 360°, constantly updated view of your inventory no matter where it is located: In your warehouses and DCs, at 3PLs and other fulfillment partners, at FBA and in market, at retail, at suppliers and in transit. And because Etail is “platform agnostic”, it works with whatever IMS, OMS, ERP or other system of records are already in use at any location.

- **Intelligent Order Routing**

Based on inventory availability and delivery requirements, Etail automatically calculates every possible fulfillment option in a fraction of a second. Etail even analyzes carrier and service levels by location. Etail then routes the order to the best fulfillment location and saves the analysis as an audit trail.

Etail automatically monitors the status of orders as they are distributed and updated across the supply network. Intelligent re-routing, line-item level status updates and automatic sales channel tracking updates are just some of the capabilities available.

- **Optimization and Analytics**

Etail includes powerful business analytics, forecasting and replenishment tools – including systems to handle complex inventory and order management tasks like kits, bundles and subscription packs.





3. Inventory Options

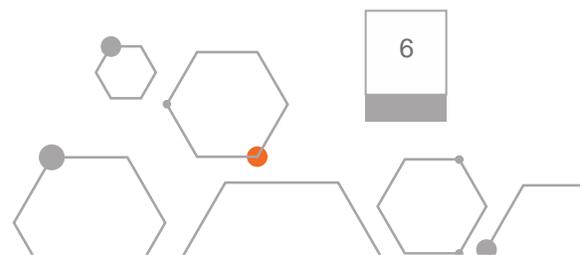
Etail's DOM Control Tower routes the order to the lowest cost fulfillment option able to meet the order delivery requirement. When the inventory is promised to the order, Etail automatically adjusts that inventory available for that location and updates the inventory published to all sales channels. Is that SKU is also used in kits or bundles? Available and published inventory are automatically updated for those too.

4. Order Fulfillment

Competitive DOM systems often only support pick, pack and ship fulfillment. Etail can support a wide variety of fulfillment options including complex operations like wholesale drop shipping or cross docking. Etail also includes a native shipping engine that supports major shippers or integrates with local shipping solutions like DesktopShipper or ShipStation.

5. Happy Customer!

Etail provides shipping information and confirmation to the selling channel. The result – a happy customer.





9 often overlooked advantages to DOM by Etail

A powerful tool to create competitive advantage

The advantages of DOM are clear: Reduce fulfillment cost and improve margins by routing each order to the best fulfillment option. But several advantages of Etail's DOM solution are not so obvious:

1. Get the Big Picture



DOM destroys silos caused by data processed through disparate systems. Because DOM sits over your existing OMS, IMS, WMS and other systems, it provides an overarching view of sales demand, inventory status and order progress. A global view of order and fulfillment processes helps spot potential problems or opportunities for improvement. Plus a global view of orders and inventory results in better forecasting, less need for safety stock, and increased inventory turns with a replenishment strategy that puts the right inventory in the right place at the right time.

2. Add New Capabilities to Existing Systems



Automate new order and fulfillment capabilities without reworking – or ripping and replacing – current applications and systems. This cuts cost, speeds implementation time, and reduces risk.





3. Control Your Technology Stack



Etail makes it easy to add or replace fulfillment partners like contract warehouses, 3PLs and other fulfillment services. Etail works with their current systems; you retain control of your fulfillment technology stack.

4. Free Up I.T. Resources

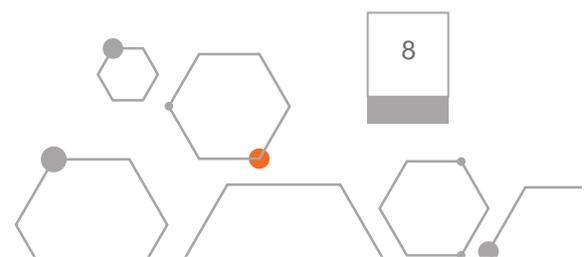


Maintaining multiple, disparate systems can be costly and time-consuming to support and upgrade. And too often, attempts at ad hoc system integration creates a tangle of one-off, hard-coded patches that only increases complexity and the chance for errors. DOM helps free up scarce IT resources to focus on other projects to support innovation and growth. Plus DOM from Etail is designed to be implemented with minimal IT involvement.

5. Master – Not Just Manage – Inventory



All DOM systems manage inventory to some extent. But by definition Distributed Order Management systems focus on just that: Order management. But Etail adds unique capabilities like updating inventory published to the channel or accurately managing inventory items no matter how they are sold – as individual SKUs, as multiple packs, or as part of kits or bundles. That's because Etail's DOM system grew out of Etail's complete ecommerce order and inventory management platform. So it offers purpose-built inventory management, forecasting and replenishment capabilities other DOM systems can't match.





6. Create New Merchandising and Promotional Options



DOM helps you create and manage new ways to merchandise your existing inventory like kits, bundles and multipacks. Plus DOM supports regional inventory publishing and shipping – meaning you can participate in sales-boosting guaranteed delivery programs like Amazon Prime or Walmart 2-Day only when and where they are profitable for you.

7. Make Data-Driven Decisions



DOM provides valuable insights into your order, inventory and fulfillment functions and costs. Etail's powerful business intelligence, analytics, forecasting and replenishment tools enable data-driven decision making. You can even connect Etail to enterprise analytics packages like Tableau or your ERP system to use the data throughout your organization.

8. Future Proof Your Business



The Etail ecommerce integration engine powers DOM. Etail is designed to integrate with sales channels, inventory sources and fulfillment alternatives – those available today and those that will emerge in the future. No one can predict how ecommerce will evolve. With Etail, you don't have to. You'll have the flexibility to explore new opportunities as they arise.

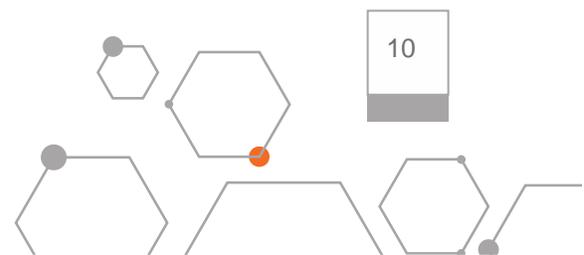




9. Improve Your Customer Experience



On its surface, DOM is all about operational efficiency and cost. But ultimately, DOM is about the customer and creating competitive advantage. DOM from Etail ensures your published inventory is accurate – avoiding out of stocks. DOM helps you ship product faster and guarantee on-time delivery. DOM helps meet changing customer fulfillment preferences like Buy Online, Pick Up in Store. And DOM helps improve margins – which you can use to fund continued improvements in customer experience or new customer acquisition.





About Etail Solutions

Our mission is to drive growth and profits for our clients through our platform

For more than a decade, Etail has been the ecommerce integration platform and operational management suite of choice for large online sellers. Etail is known for its high degree of integration, automation and scalability. Many of our clients are Top 100 sellers, managing millions of SKUs, transactions and pricing events every day.

Etail is an integration platform as a service (iPaaS), purpose-built for Brands, 3PLs and online retailers seeking to improve their direct-to-consumer ecommerce capabilities while creating the flexibility and optionality needed to meet ever evolving consumer expectations.

Other services offered by Etail Solutions include:

Fulfillment Network as a Service (FNaaS)

Etail offers a growing fulfillment network connecting Brands looking to add D2C fulfillment capability or ecommerce services with pre-integrated 3PLs offering fast, low-cost implementation and ramp-up.

Digital Commerce as a Service (DCaaS)

Sell wherever your customers shop. Easily integrate your current systems with marketplaces, retailer sites, branded storefronts, drop shipping accounts, retail locations and more.



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