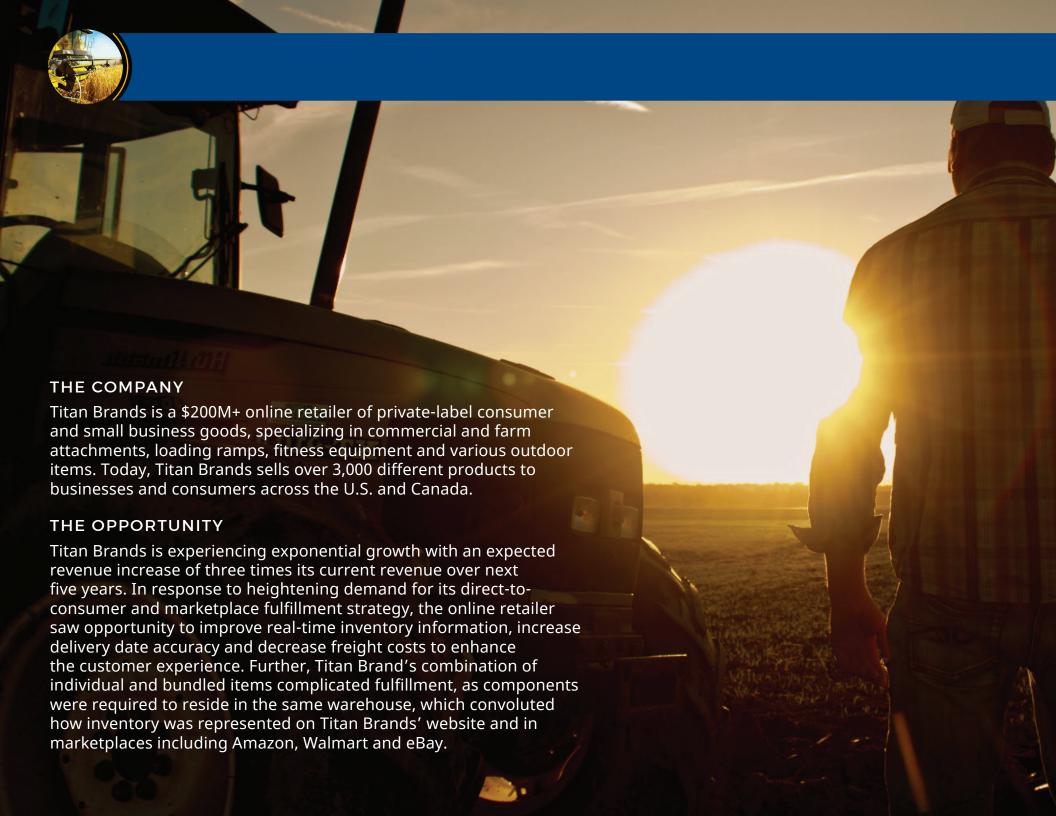


Titan Brands
Implements enVista's
Cloud-Native Order
Management System
(OMS) to Unify
Commerce

Direct-to-consumer online retailer enhances its customer service with enVista's Unified Commerce Platform, including its OMS, Customer Care, Customer Experience and Product Information Management solutions







ENVISTA'S SOLUTION

With these specific challenges and needs in mind, Titan Brands selected enVista's unified commerce platform, including its next generation, cloud-native order management system (OMS) – as well as its Customer Care, Customer Experience and Product Information Management (PIM) solutions. In tandem with enVista's unified commerce platform, Titan leveraged Körber's warehouse management system (WMS) to optimize fulfillment and labor productivity within its distribution centers. Körber (formerly HighJump), a global supply chain technology leader, has been an integrated partner of enVista since 2002.

To address Titan's challenges, enVista's unified commerce platform offered the following capabilities:

- Enabled order allocation for least cost fulfillment
 DC selection and least cost carrier selection
- Provided the ability to allocate inventory that was in-transit from APAC so inventory could be sold before it arrived in the U.S.

- Created flexible, made-to-order kitting for inventory to be shipped from multiple warehouses, enabling inventory to be shipped as either a component or kit
- Put infrastructure in place to support strategic growth with a scalable system in the cloud
- Provided the ability to give estimated delivery times in website shopping cart for a better customer experience
- Created the ability for customers to select expedited shipping options
- Implemented configurable systems versus requiring customizations



THE RESULTS

As a result of implementing enVista's unified commerce platform, including its OMS, Customer Care, Customer Experience and PIM solutions, Titan improved the customer experience by identifying real-time inventory availability as well as actual delivery times and freight costs during its online order experience. enVista's solutions also enabled the brand to allocate against intransit future inventory and calculating delivery dates accordingly to improve backorder handling and reduce backorders by 70 percent.

In addition to improving real-time inventory information, increasing delivery date accuracy and decreasing freight costs, enVista's unified commerce platform helped to eliminate error-prone processes in customer service, warehouse and finance – thereby increasing the bottom line and enhancing customer service.

