

Why OMS+POS on a Common Data Model is Crucial for Unified Commerce



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RETAIL'S BIG SHOW

EXHIBITOR BIG IDEAS

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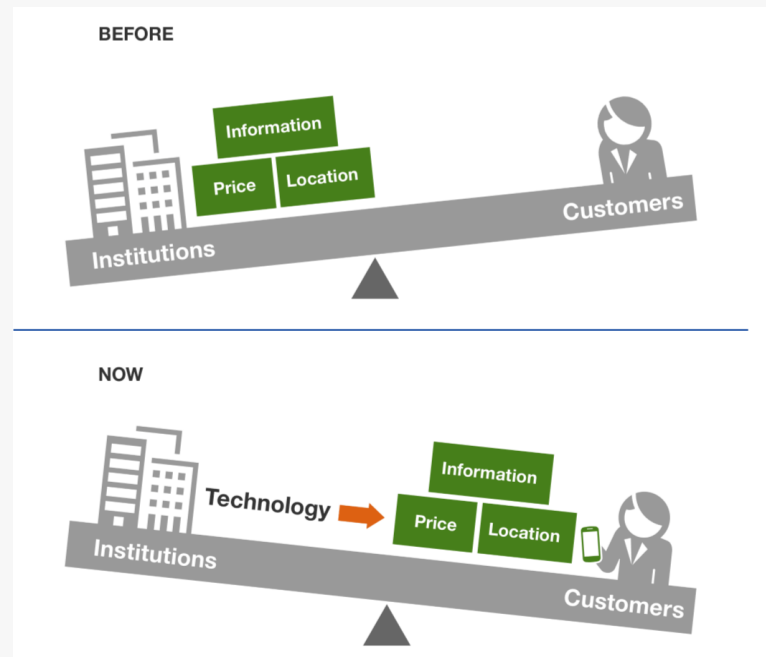
SETTING THE CONTEXT



The Age Digital Transformation

Your customers are empowered more than ever:

- Organizations used to own the experience
- Technology in customers hands has given them more choice and control
- Your customer now demands experiences along with their buying journey



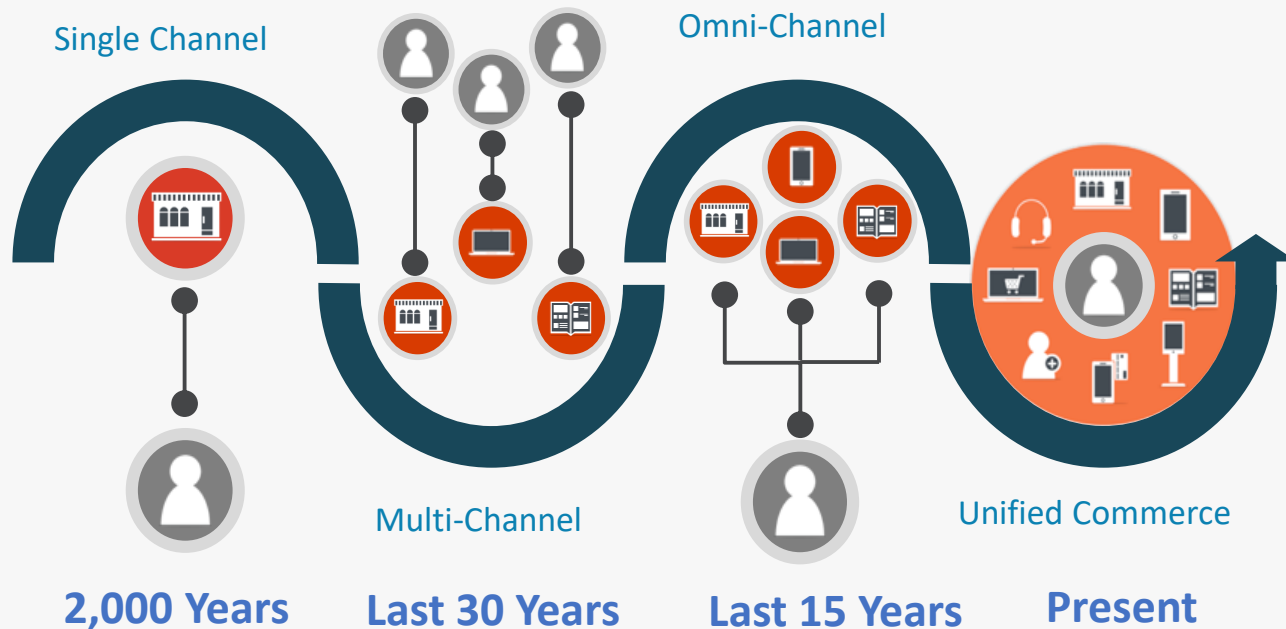
The Essence of Anytime / Anywhere Retailing



Where Demand is
Generated and
Where it is Fulfilled
Are Now
Physically Disconnected!

Unified Commerce

Commerce is Rapidly Changing....



The Customer is the Center of the Universe



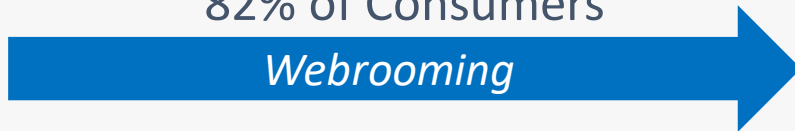
Shopping Journeys Vary

Research



82% of Consumers

Webrooming



Buy



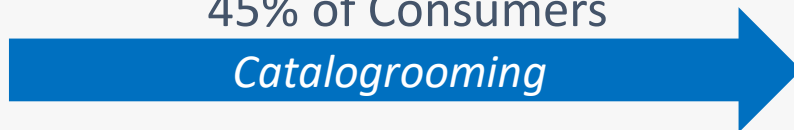
56% of Consumers

Showrooming



45% of Consumers

Catalogrooming



Source: BRP 2019 Consumer Survey

Multiple Paths to Purchase

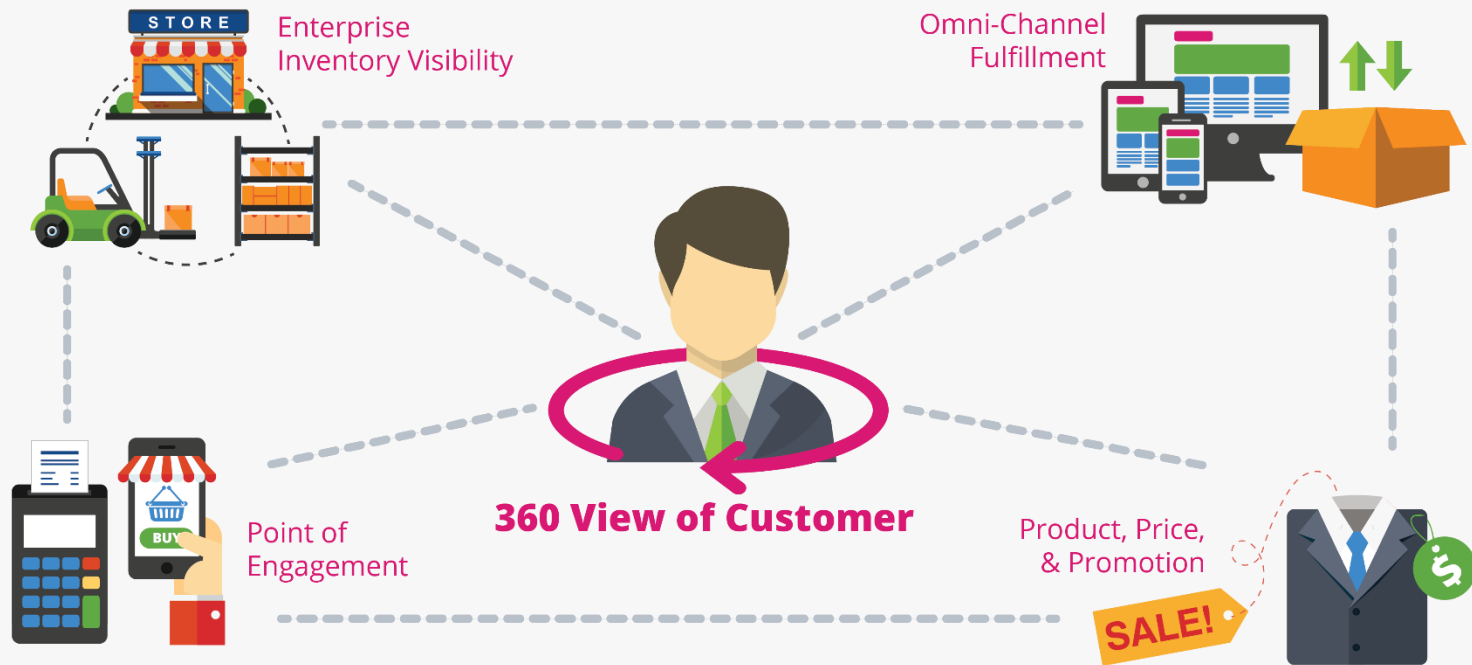
Path to Purchase

Customer Engagement	Multiple System of Records	Item	Inventory	Customer & Order	Payment
Brick & Mortar	Point of Sale	Physical	Physical	Physical	Physical
Online (desktop and mobile)	e-Commerce Platform	Virtual	Virtual	Virtual	Virtual
Marketplace	Marketplace Platform	Virtual	Virtual	Virtual	Virtual
Customer Call Center	OMS	Virtual	Virtual	Virtual	Virtual

Unifying Physical and Digital



Unifying the Customer Experience Requires:



Example Use Case

In-Store Purchase

Customer wants the following:



Inventory in Store
Ship to Customer's Address
(avoid tax)



Inventory in Store
Customer Takes With



No Inventory in Store (size)
Ship to Customer's Home

FACTS:

- **Multiple Orders/Transactions** – 99% of retailers cannot perform this customer engagement with ONE order/transaction
- **Slow Process** – The average engagement time is >10 minutes causing friction between the sales associate and the customer

CAPTURES ORDERS FROM
ANY DEMAND SOURCE

ORCHESTRATES ORDERS

FULFILLS FROM ANY
INVENTORY SOURCE





OMS is the Brains of the Operation

55%

of retailers have an order management system implemented

OMS is the new POS

30%

of retailers will utilize
their OMS as
the POS by EOY

OMS Benefits

- Pre and post cart order orchestration
- Single shopping cart
- Cross-channel inventory visibility and availability
- Flexible ordering and delivery options
- Simplified and flexible technology
- Headless commerce architecture
- Customer experience personalization

American Freight Furniture & Mattress - Background



AMERICAN FREIGHT
FURNITURE - MATTRESS

- 170+-Store Furniture Chain
- Every Day Low Price
- 3 Main Categories:
 - Upholstered Furniture
 - Case Goods
 - Mattress
- >\$400M in Annual Revenue

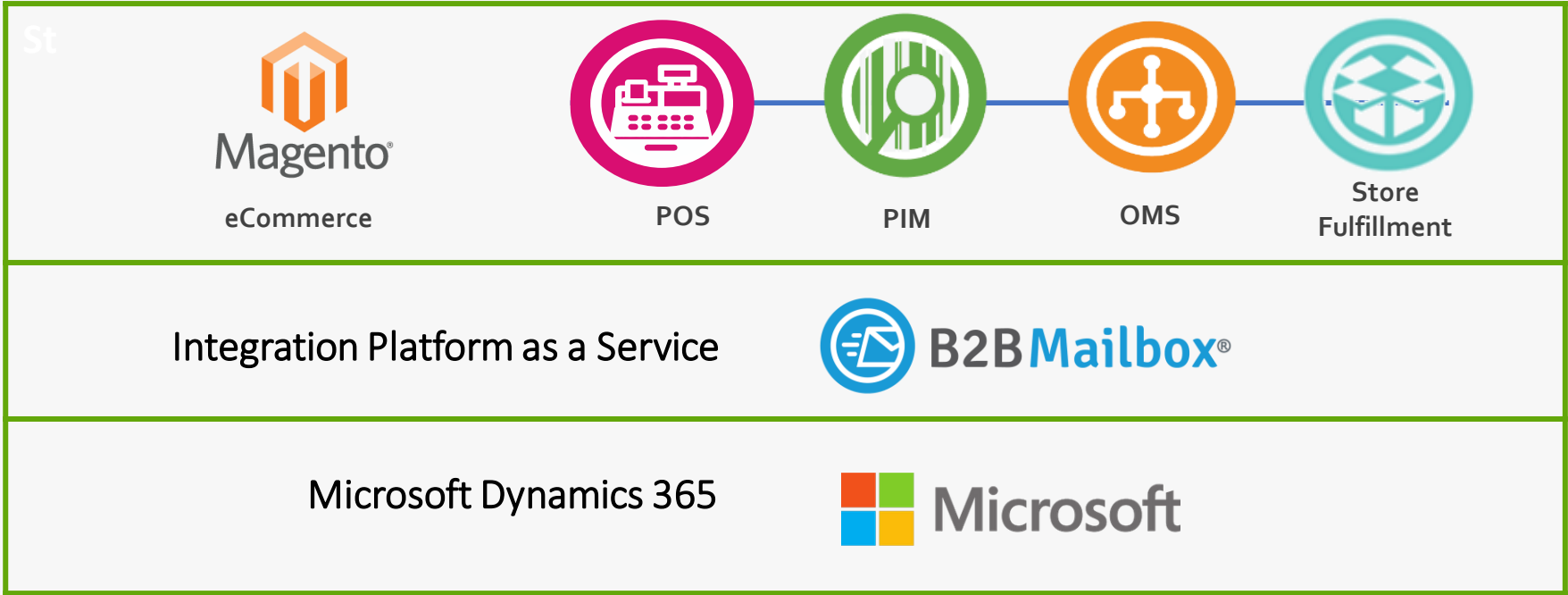
American Freight's Success Story

- Disparate Retail System Architecture
 - 34 instances of their POS
 - No omni-channel capabilities
 - Financials were run on 19 instances of QuickBooks across corporation ...yes, *QuickBooks!*
 - Homegrown content management solution
 - No eCommerce platform

American Freight's Unified Commerce Vision

Omni-Channel Enablement	Best Practices
Enterprise Inventory Visibility	<ul style="list-style-type: none">• Real-Time visibility to all inventory• Order/Reserve online capabilities
Buy Online/Pick-Up In Store	<ul style="list-style-type: none">• Accurate in-store inventory visibility (>98%)• Short fulfillment times (< 30 Minutes)• Customer notification (<2 Hours)
Ship-From-Store	<ul style="list-style-type: none">• Same day pick and pack (capacity analysis)• Efficient algorithms to manage fulfillment
Ship-To-Store	<ul style="list-style-type: none">• Easy process for store receiving• 3-Day SLA for ship-to-store orders
Endless Aisle	<ul style="list-style-type: none">• Structure staff training/testing on tools• Ease of use (same POS interface)

Unified Commerce Delivered

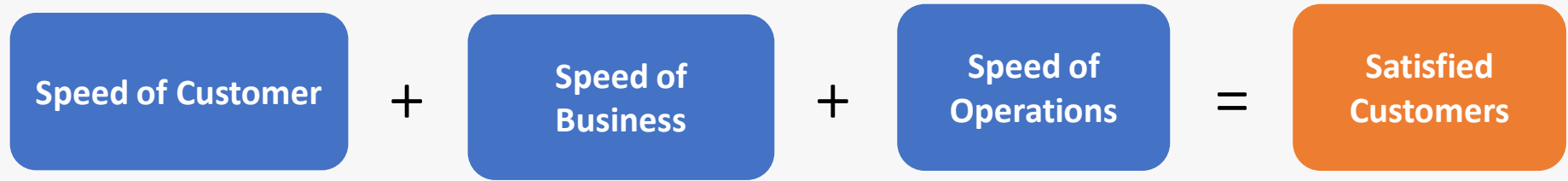


American Freight's Success Story

Results:

- Unified item and pricing across channels
- Gross margin by store improvements
- 360-degree view of customer
- From two order fulfillment options to multiple
 - Store to store
 - Vendor to customer
 - BOPIS
 - Buy online ship from store
 - Buy online ship to store

Physical and Digital Success is Based Upon



Building Experiences for Life

Actionable Takeaways from this session:

- Commerce is about the experience, not brand access
- Retail is thriving for those that embrace unified commerce (people, processes and technology)
- Unified Commerce platforms are the cornerstone to thrive in this global economy – not point application solutions

Questions?



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