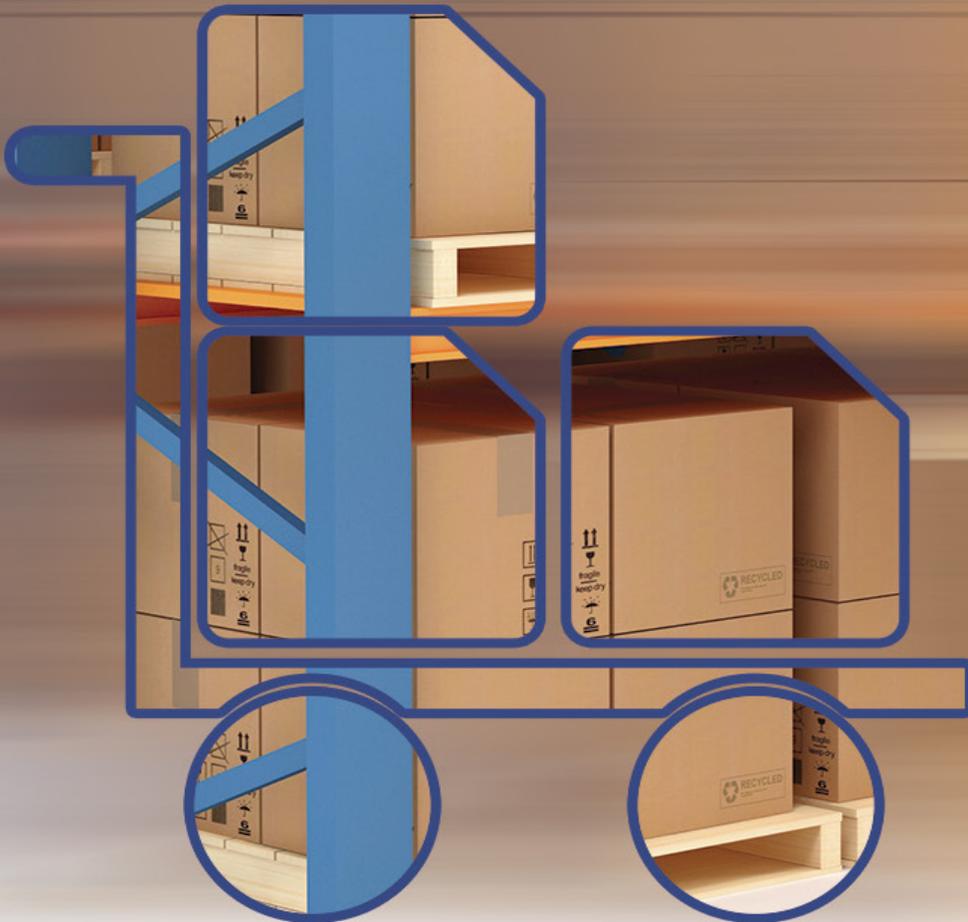




SUPPLY CHAIN NETWORK SOLUTIONS

# INVENTORY, ORDER EXECUTION, AND BEYOND

Why An Adaptable WMS Is Indispensable In Today's  
Omni-Channel Retail Supply Chain



## WMS: An Indispensable Solution

- Synchronize all channels for order capture and fulfillment; add support for supplier drop shipment and in-store order fulfillment
- Optimize fulfillment strategies based on inventory position and complex customer-based rules while minimizing logistics costs
- Seamlessly integrate with store POS, planograms, order management and ERP systems
- Support a hybrid of in-store, warerooms and dedicated warehouses – no matter what fulfillment configuration you require



Remember when your warehouse was just a warehouse? The merchandise arrived; your team documented it, and then shipped out the items as orders came in.

Today, customers want to order your merchandise however they want, whenever they want, and have it delivered wherever they want: online, in-store, mobile, phone, and more. This omni-channel marketplace, with its shifting demands and uncertainty, is quickly changing how you approach warehouse operations. But this environment also presents an opportunity to optimize your warehouse efficiencies, gain a broader visibility of your supply chain, and ultimately provide a superior customer experience.

A key part of any omni-channel strategy is an adaptable warehouse management system (WMS). A WMS is an indispensable tool for tracking orders, managing the execution of orders and, most recently, for reaching beyond the four walls of your warehouse to give you greater visibility and control.

### WMS: THE BACKBONE OF OMNI-CHANNEL OPERATIONS

A WMS is the backbone of any omni-channel operation: It bridges experiences across channels, serves as the primary integration point between the online and in-store activities and between the retail store and warehouse environment.

A typical retail warehouse must handle all kinds of order fulfillment, including many different units of measurement, flexible value-added services, e-commerce and shipping systems that support multi-carrier parcel, LTL, and full-truck shipments. The work flow optimization capability of a WMS and its ability to integrate with material handling equipment provide significant operational benefits, such as being the ultimate master database of all inventory transactions and the hub for improving execution and the customer experience.

### ORDER EXECUTION AND THE IMPORTANCE OF ADAPTABILITY

Maintaining accurate inventory counts at every stocking location is required for knowing what is available and what method of fulfillment is best when an order is received. And true to the nature of omni-channel, the order execution process is not the same for each order stream. The importance of having an adaptable WMS that can respond to changing requirements, track changing inventory demands, and direct changing processes is critical in an omni-channel environment.

The WMS' role in the lifecycle of an order in an omni-channel environment is more entwined and intelligent than ever before: In a retail scenario, an order comes across a channel and may be fed into a centralized distributed order management (DOM) system. Based on factors such as date, location, routes, inventory availability, order type, etc., the DOM determines how best to fulfill each order. From there, the WMS owns the order:

1. The DOM pushes the orders down to the WMS for directed and optimized order execution. A flexible and adaptable WMS will also determine which employees should pick which products in which location.
2. Once the items are picked, the WMS intelligently directs staging and packaging, taking into consideration safety requirements, such as whether food should be kept frozen or cooled, or customer requests.
3. Next, the WMS communicates the shipping or pick-up method to the relevant transporters, such as a private carrier, UPS, or FedEx, and cuts the manifesting for them. An adaptable WMS can receive data back from the transportation system and feed that data into the financial system for invoice matching.

## BEYOND THE FOUR WALLS

The most adaptable warehouse management systems on the market have expanded their functionalities out to a store's back office, onto the retail floor and even integrated with POS systems. This enables real-time control and greater visibility of all inventory, allowing you to source products from non-traditional locations, such as from a brick-and-mortar store, and deliver it to the customer faster.

Consumer demands are changing and the expectation of being able to buy, fulfill, and return anywhere means that you have to be creative and proactive with your warehouse strategies. For those omni-channel retailers with a flexible WMS, the integration of in-store activities with varying order sources will not only optimize warehouse activities but also improve the entire supply chain.

## A TOOL FOR TODAY AND INTO THE FUTURE

More than simply tracking inventory, an adaptable WMS is an indispensable tool for order execution and information management in today's omni-channel retail environment. From directing warehouse activities and equipment to optimizing what takes place in the store, an adaptable WMS can help you operate more efficiently, giving you greater supply chain visibility and providing a better, more convenient experience for your customers.



## ABOUT HIGHJUMP

In almost every industry, buyers are becoming more fickle, and more demanding. For logistics executives, effectively meeting buyer needs has become a relentless quest for speed and agility. Traditional supply chain solutions – siloed, complex and hard-to-implement – no longer suffice, as competitors find ways to deliver goods faster and more profitably.

In today's "now" economy, HighJump helps you stay agile, with adaptable, connected solutions that harness the power of your trading partner community. From the warehouse to the storefront, from the desktop to the driver's cab, we can help you achieve new levels of supply chain responsiveness, performance and profitability.

HighJump's suite of warehouse management, business integration, transportation management, and retail/DSD solutions form a complete, powerful and adaptable platform that allow you to drive growth, customer satisfaction and revenue. **HighJump: supply chain accelerated.**

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## THE HIGHJUMP TEAM IS HERE TO HELP!

If you have any questions regarding HighJump or how our products can improve your business, our passionate team is here for you.

Call us today at **800.328.3271** or email [info@highjump.com](mailto:info@highjump.com)

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