

# **Fluent Big Inventory: Live Inventory Data Flows & Dynamic Safety Stock Automation**

The future of inventory data for innovators who understand the 'next big opportunity' in digital commerce is 'connected inventory'

**fluentcommerce**   
order management. accelerated.

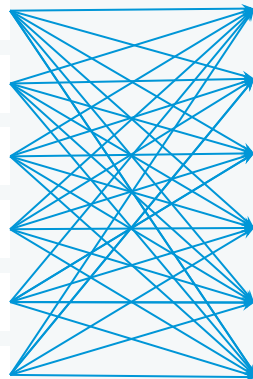


## More inventory sources, more channels

Digital commerce has exploded. Today, more systems, both internal and external, need access to your inventory availability data than ever before. There are new sales channels—think marketplaces, new countries, new brands, search, and social channels—that all require up to date inventory availability. Fast, and often. Meanwhile, your business is demanding new fulfillment offerings, new experiences, enhancements to existing offerings..... the list goes on. All powered by inventory data.

### Supply (inventory data sources)

Distribution Centers
+ 3PLs
+ Stores
+ Drop Ship Vendors
+ Vendor Managed Inventory
+ RFID

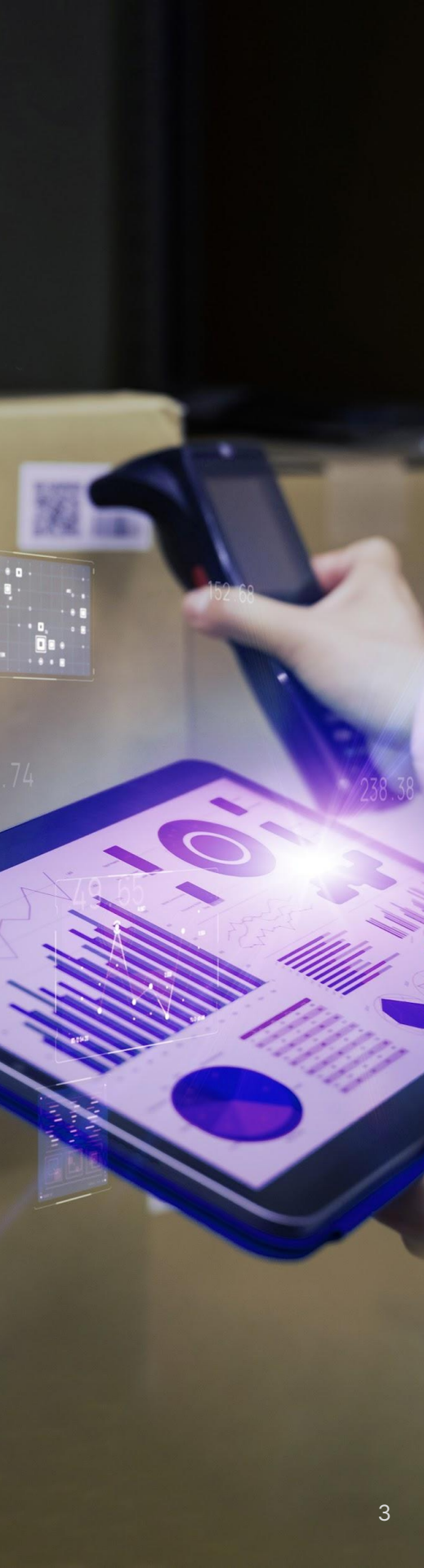


### Demand (digital channels)

.com
+ Marketplaces
+ Countries
+ Brands
+ Search
+ Social

*The number of inventory data flows you need to support has increased dramatically.*

The problem is, that data now sits in more systems. ERPs, Point of Sale systems (POSs), Order Management Systems (OMSs), Warehouse Management Systems



(WMSs), RFID solutions. And at partners like Drop Ship Vendors (DSVs). Yet it's often siloed.

## A single view

There is no single view. And the rise in store fulfillment is putting more pressure on store inventory accuracy so you don't oversell. Which means more inventory data updates more often.

Meanwhile, you need to share data with not only more channels, but other systems too. Forecasting and planning systems, Product Information Management systems (PIMs), and ad platforms (so your marketing team doesn't spend on ads for out of stock products). In the digital world, everything can benefit from being inventory aware. Which means, using your ERP as an inventory hub simply doesn't work anymore. Why not?

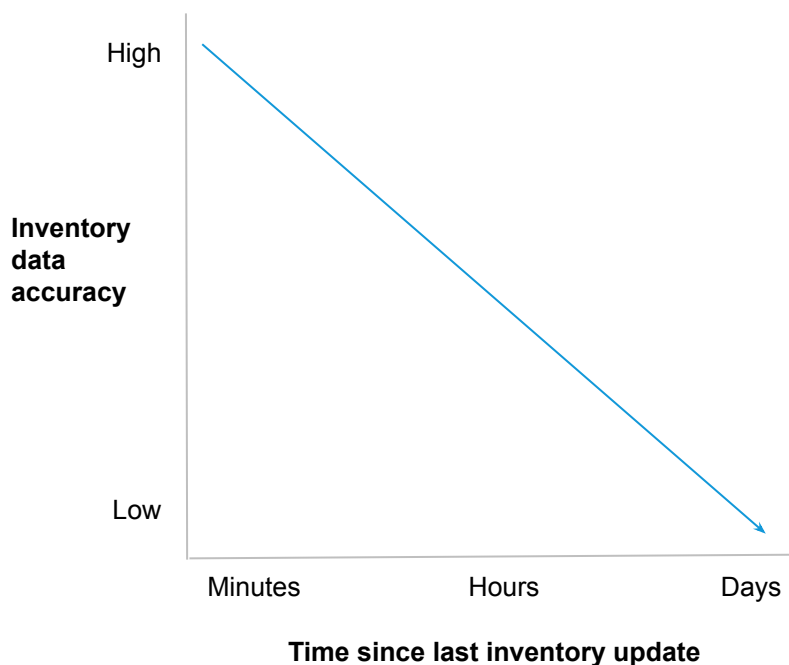
## ERPs aren't an enterprise inventory hub

ERPs are accounting systems. They weren't designed to consume inventory data from multiple systems in real-time. They're designed for bulk batch updates, not live streaming event data. What's more, they have no way to prioritize how updates are processed based on SKU velocity or days of supply. The same goes for data export.

ERPs often just support big batches. Not delta feeds. Not optimized.



Moreover, they definitely weren't designed to be bombarded with tens or hundreds of millions of requests for inventory availability data everyday. They're not high performance enterprise inventory hubs.




*The older your inventory data, the less accurate it becomes. So providing frequent updates to all your digital channels is essential for preventing canceled orders.*

The problem is, if you only send inventory data updates once a day, or a few times a day, that's exactly how often it will be accurate. Once a day, or a few times a day. Because your data gets stale. Fast. The result?

Stores start to reject more orders. Your canceled order rate climbs. Your fill rate drops. And the gap between demand and revenue gets wider. Or....





You increase your safety stock and/or carry more inventory to cover up technical inefficiencies. But then you end up underselling. There must be a better way.

- How can you increase your inventory data velocity?
- How can you reduce the burden on your ERP?
- How can you extend its life as a core backend system but still enable your digital demand to scale?
- How can you prepare for the inventory data needs of tomorrow?

## Next gen enterprise inventory hub

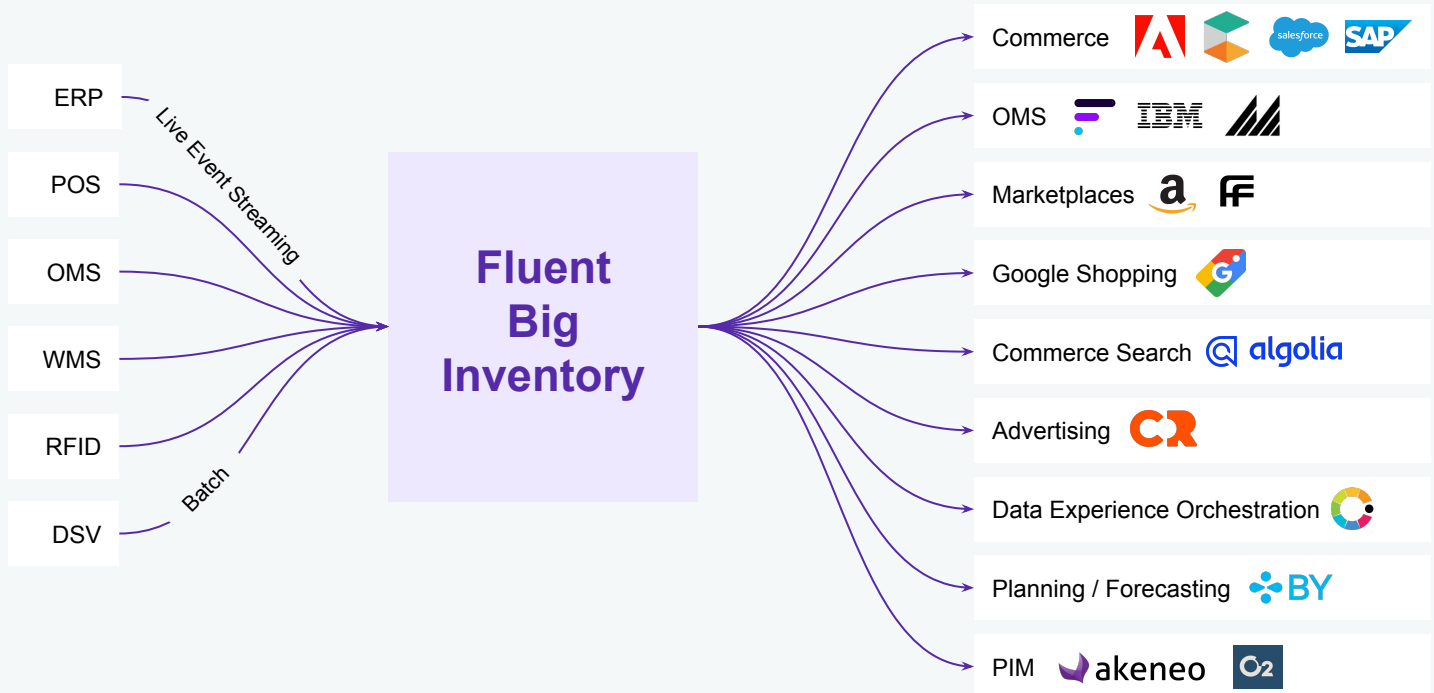
With a next generation, future forward, enterprise inventory hub. Fluent Big Inventory was designed to solve this problem. To provide better ways to get your inventory data in. And out.

While it can still import data in batches, they're optimized. So data flows faster. Which means at any point in time your inventory is more accurate. And if you want to take it to the next level, it can receive live event streams as well. Whether from your POS, your ERP, your OMS, or any other system. What's more, it gives you complete control over the data.

Want to control what stock is made available where? No problem. Need to set different safety stock buffers for each digital channel? At the SKU-Location level? Easy. Need a better way to

provide your online store's search engine, or your PIM, with inventory availability data to power new experiences? Fluent Big Inventory can do that too. And we're working on some cool new features.

### Inventory Source Systems



*How many systems would benefit from your inventory availability data? Imagine how much your customers would benefit from a better search experience, whether on your site, or a search engine. How would it benefit your business if you had a better return on ad spend?*

Think dynamic safety stock automation based on days of supply, offline and online SKU velocity, or some combination. Because not all SKUs are created equal. Some move faster than others—and it can vary a lot by location. Some sell really well in stores. Others are seasonal, or



slow. There are a lot of factors to consider. But if you're not ready for full automation, it will make suggestions too, and let you choose which ones to apply. That's the vision of connected inventory. Dynamic, automated safety stock that can be configured for each channel.

What's more, Fluent Big Inventory can scale.

Say you have a sale event and receive thousands of inventory availability requests per second on a single SKU. Or need to push tens of millions or hundreds of millions of inventory updates through each day during peak season to ensure ultimate accuracy. Fluent Big Inventory has a proven ability to do all this and more.

## **The future is 'connected inventory'**

Connected inventory is the way of the future. It's what will allow you to get ultimate inventory visibility up your supply chain, and provide that data to all your points of demand. Whether that be owned channels, or third parties. It might include digital channels like online marketplaces, or physical locations like partner stores, or stores within a store. The point is, your ability to see and share your inventory availability data, no matter where it sits or what its destination, will open up new opportunities for growth. Whether that's new markets, new digital channels, or new partnerships.

Live, connected inventory data is a game changer. Can you afford to be left behind?

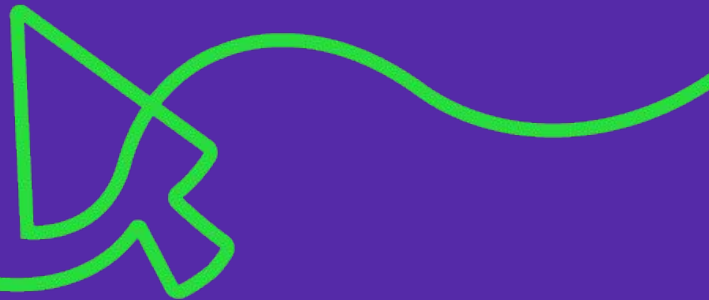


# The need for digital commerce makes traditional systems obsolete

Legacy systems used to work...  
but they don't anymore.

Ready to learn more?

Meet with an expert



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