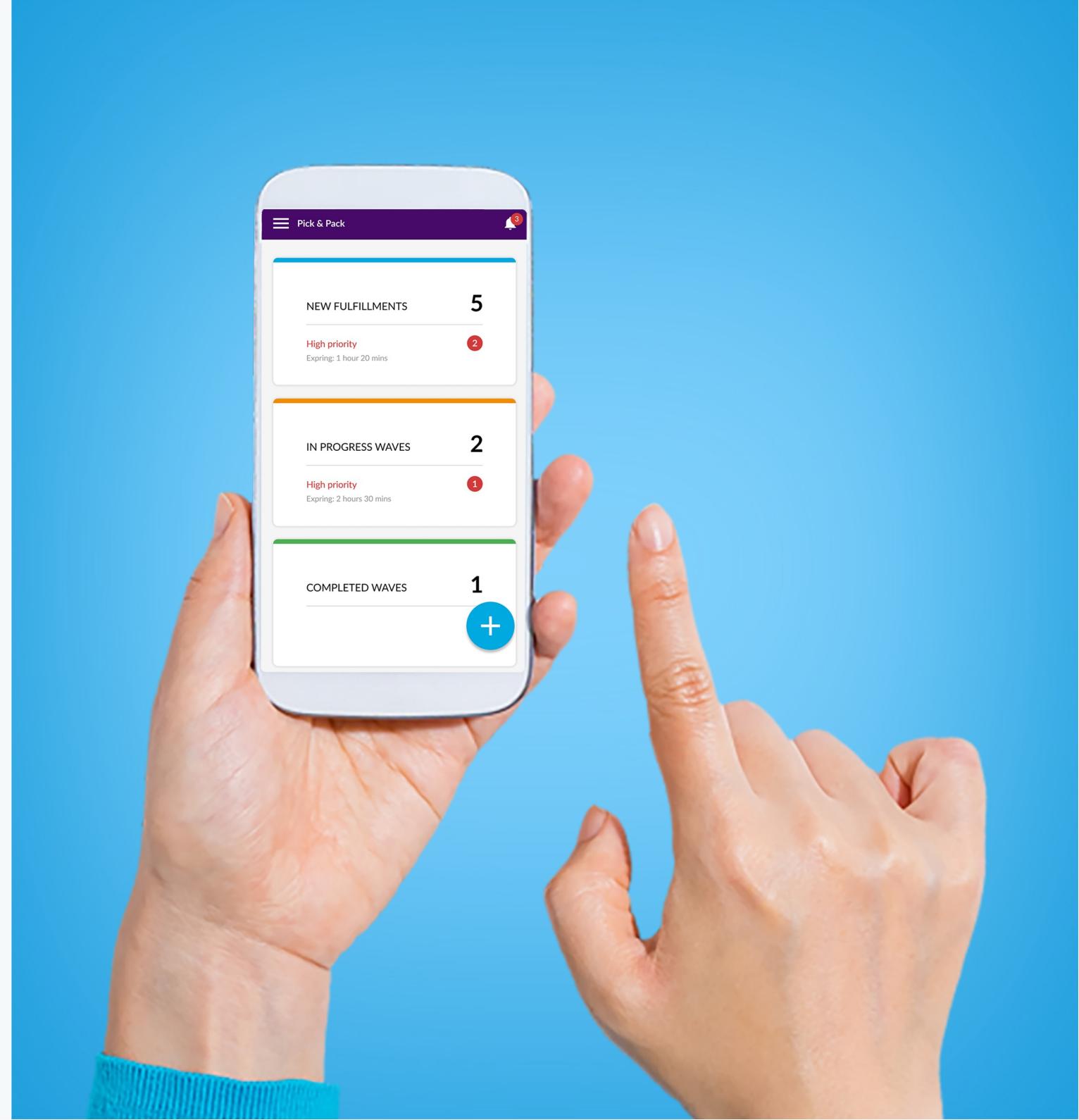


# Ship from Store

Reduce out of stocks,  
deliver faster and avoid  
markdowns



## Benefits of Ship from Store

- Reduce out of stocks and avoid markdowns by using store stock to fulfill online orders
- Deliver faster and reduce delivery costs by shipping from a store closest to your customer
- Use advanced sourcing strategies to optimize fulfillment
- Accelerate development of in-store apps using the Mystique Design System that's based on pick and pack UX best practices
- Be future ready with a cloud-native, multi-tenant platform with an API-first approach
- Feel confident with dynamic, cost effective scaling in the cloud that can support 1 million+ SKUs, thousands of locations and 100mil+ inventory positions.

## Create a custom pick and pack UX that increases efficiency and user adoption.

Ship from Store is on the rise. Not only does it let you deliver faster and at a lower cost, it gives you a great way to get more value from your store inventory and mitigate risk.

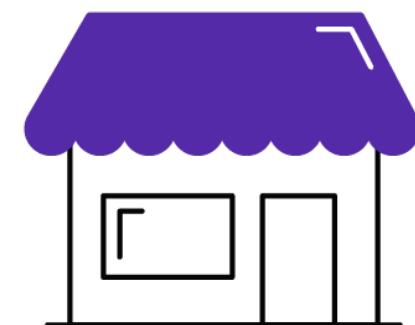
Because no matter how good your forecasting tools, sometimes you end up with the wrong inventory, in the wrong place, at the wrong time.

What's more, consumer demand has changed rapidly. So it's harder to forecast accurately than ever before. But with Ship from Store you can fulfill online orders from your entire pool of inventory, so you have more chances to sell stock before it gets marked down.

However, to take full advantage of Ship from Store you'll need a solid

platform that can support real-time inventory updates at scale. One that supports advanced sourcing strategies so you can optimize fulfillment, and provides the in-store tools you need to ensure an efficient in-store pick and pack process.

Fluent Order Management (Fluent OMS) was designed for all this and more. Let's take a closer look.



## **Ship from some stores, all stores or none.**

Want flexible control over ship from store?

Today more than ever, flexibility is key. So Fluent OMS offers flexible location and network management. This means you can easily add and remove stores from your fulfillment network as your needs change.

## **Smart Order Routing**

What if you could increase the margin on each order?

Fluent OMS supports advanced sourcing strategies for fulfillment optimization. Not with simple 'one size fits all' rules, but flexible rules that let you prioritize delivery time or cost.

Or create biases for fulfilling from the store with the lowest throughput, number of orders being processed, or store type.

This means you can customize how fulfillment sourcing is prioritized so it fits your business goals. What are some examples?

You might want to reduce delivery costs. Deliver faster. Prevent out of stocks. Preserve the in-store experience. Prioritize sourcing based on store format or grade.... the list goes on.

Fluent OMS supports all these and more.

## **Customize your Pick and Pack UX**

Want to increase store staff adoption rates?

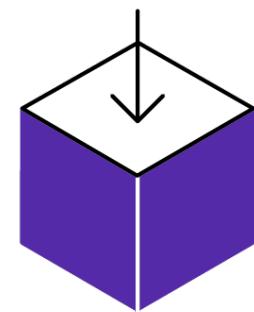
Store staff are not warehouse workers—their primary job is to boost in-store sales which means the rollout of new programs can be a challenge.

But if your pick and pack UX can be customized to help staff pick efficiently, prioritize their tasks and better serve their top customers, it will be much easier to get them to embrace change.

## **Control which items can be shipped from stores**

What about fragile, oversized or hazardous items?

With Fluent OMS you can exclude certain products from ship from store. For example, you could prevent orders for fragile items (like glassware), or bulky items (like a large TV) from being fulfilled via Ship from Store, yet still make them available for Click and Collect.



## Manage Split Shipments and Store-to-Store transfers

Can you support order splits and partial shipments?

Sometimes two items aren't in stock at the same store. But there's no need to cancel the order. Just ship from two places or do an inter-store transfer. Or you may want to consolidate both items at a DC instead. Can you do that? If so, can you still use just one order number for customer convenience?



## Product recommendations based on item location

Are your upsell recommendations designed to reduce split shipments?

They can be. Imagine if the only recommended items shown on your Product Details Page (PDP) were in stock at the same locations as the main product. Essentially, you'd be merchandising in a way that would reduce split shipments.

It might sound like a small thing, but when it comes to omnichannel fulfillment margins, every little bit counts. So empower yourself today.

**fluentcommerce**  
order management. accelerated.

**Let us show you a better way to manage omnichannel orders**

For more information, or to see how Fluent OMS can help you optimize your Ship from Store, request a demo today.

[REQUEST DEMO](#)