

AUSTRALIA

# Order Management System - Report

Prepared for :



November 10, 2025

# Research objectives

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- The key objectives of the research were to:
  - Identify the key challenges businesses face when fulfilling orders.
  - Assess the current adoption and usage of dedicated order management or fulfillment platforms among these businesses.
  - Understand the barriers preventing the businesses from adopting new order fulfillment technologies or tools.

# Methodology

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- This study was conducted online between 28th October - 3rd November 2025.
- The sample is comprised of a nationally representative sample of 219 Australians aged 18 years and older who are senior managers or above in B2B manufacturing, wholesaling or distribution businesses.
- For brevity, these respondents will be referred to as 'B2B supply chain leaders' in the report.
- Respondents are sourced from the YouGov panel. Panellists are incentivised by points that can be redeemed for cash or vouchers.
- YouGov designed the questionnaire, in collaboration with Bench PR, a copy of which has been included in this report.
- Significant differences have been reported at the 95% confidence interval.
- This study has been carried out in accordance with the ISO 20252:2019 standards, to which YouGov is accredited.

# Key Findings

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## Challenges that business faces when fulfilling orders (Q1)

- Over nine in ten (92%) B2B supply chain leaders surveyed say their businesses face challenges in fulfilling orders with high shipping and fulfillment costs being the top challenge (36%).
- Technology gaps are also a major underlying theme with more than one in four (27%) B2B supply chain leaders surveyed citing lack of automation or workflow flexibility, and one in five (21%) mentioning having too many manual processes or spreadsheets as a challenge that their businesses face when fulfilling orders.
- Challenges around real-time data and communication gaps represent another significant pain point as nearly three in ten (28%) cite difficulties in providing accurate delivery timeframes, 20% - limited visibility of real-time inventory across channels, 19% - lack of visibility of order status for customer service teams, and 15% - inaccurate or delayed order information reaching customers.
- Managing complexity adds another layer of challenge with 23% citing difficulty handling complex orders, and 20% reporting challenges in managing returns or replacements efficiently.
- Additionally, one in four (24%) B2B supply chain leaders surveyed report difficulty integrating systems across sales channels, warehouses or suppliers, and one in five (20%) say that their businesses struggle to scale fulfillment during peak demand.

# Key Findings

## Barriers preventing organisations from adopting new order fulfillment technology (Q2)

- Despite technology gaps being one of the key underlying challenges that businesses face when it comes to fulfilling orders, nine in ten (90%) B2B supply chain leaders surveyed report barriers to adopting new order fulfillment technology.
- Budget constraints (30%) are the most common barrier, closely followed by limited internal expertise or IT resources to support new initiatives (27%), and concerns about integration with existing systems (e.g., ERP, WMS, eCommerce) (26%).
- One in four (24%) business leaders surveyed say that they are satisfied with their current fulfillment processes, while over one in five (22%) are hesitant due to poor previous experiences with technology implementations, and a similar proportion (21%) report cautious leadership appetite for new technology.
- Concerns about implementation time or business disruption (22%), and perceptions that their operations are too complex for standard solutions (19%) are also among common barriers.
- Additionally, around one in six (17%) cite competing priorities from other technology initiatives as a barrier, and a similar proportion (16%) say they are unaware of newer or more advanced solutions available.

# Key Findings

## Current usage of order management technology (Q3)

- Over four in five (84%) B2B supply chain leaders surveyed report that their businesses currently use a dedicated order management or fulfillment platform or technology, including nearly two in five (37%) saying that their businesses are actively reviewing or adding new fulfillment technology and three in ten (30%) saying that their business are planning to modernise their current system within the next 12 months.
- A further 7% of business leaders surveyed say that their businesses don't currently use a dedicated order management platform or technology but are considering adopting one.
- Less than one in ten (8%) report that their businesses neither currently use dedicated order management technology nor plan to adopt one.

# Questionnaire

CLIENT: BENCH PR X FLUENT	
MARKET	AUSTRALIA
SAMPLE	N=200 SENIOR MANAGERS OR ABOVE IN MANUFACTURING, WHOLESALING, OR DISTRIBUTION BUSINESSES IN AU
QUESTIONNAIRE NAME	ORDER MANAGEMENT TECH - QUESTIONNAIRE
USE AU DEMO TEMPLATE	YES

Qtn #	Demographics	Logic
S1	Gender	Ask all
S2	Age	Ask all
S3	State	Ask all
S4	Business size	Ask all
S5	Business age	Ask all
S6	Industry	Ask all
S7	Management level	Screenout if not senior manager or above
S9	Just to double check... Regardless of the job that you do, which industry does your current company or organisation operates in? <b>Please select one option that best applies</b>	Screenout if not 3,6,7
1	Agriculture, Forestry & Fishing	
2	Mining	
3	Manufacturing	
4	Construction	
5	Retail	
6	Wholesaling	
7	Distribution	
8	Energy and Utilities	
9	Logistics and warehousing	
10	Financial services	
11	Professional, Scientific and Technical services	
12	Education	
13	Healthcare and Social Assistance	
14	Arts, entertainment and Recreation	
15	Travel and tourism	
16	Restaurant services	
17	Real estate	
18	Administrative and support services	
99	Other	
S8	What type of customers does your organisation primarily serve? <b>Please select one option that best applies</b>	Screenout if not 1,3

1	Businesses (B2B: Business-to-Business)	
2	Individual consumers (B2C: Business-to-Consumer)	
3	Both businesses and individual consumers	
	<b>Main question</b>	
	This short survey seeks to understand how your business manages order fulfillment and any challenges that you face. <i>Please click forward to continue...</i>	
Q1	What are the key challenges or problems your business faces when fulfilling orders? <b>Please select all that apply</b>	<b>Ask all</b>
	<i>Multi select, randomise</i>	
1.	Limited visibility of real-time inventory across channels	
2.	High shipping and fulfillment costs	
3.	Too many manual processes or spreadsheets	
4.	Difficulty integrating systems across sales channels, warehouses, or suppliers	
5.	Inaccurate or delayed order information reaching customers	
6.	Limited ability to scale fulfillment during peak demand	
7.	Difficulty managing complex or B2B orders (e.g. bulk, multi-location, custom orders, 3rd party products)	
8.	Lack of automation or workflow flexibility	
9.	Hard to provide accurate delivery timeframes	
10.	Difficulty managing returns or replacements efficiently	
11.	Lack of visibility of order status for customer service teams	
12.	Other (please specify)	<b>Fixed</b>
13.	None - My business doesn't face any challenges in fulfilling orders	<b>Fixed, Excl.</b>
14.	Not sure	<b>Fixed, excl</b>
Q2	Which, if any, of the following are barriers preventing your organisation from adopting new order fulfillment technology or tools? <b>Please select all that apply</b>	<b>Ask all</b>
	<i>Multi select, randomise</i>	
1.	Concern about integration with existing systems (e.g. ERP, WMS, ecommerce)	
2.	Other technology initiatives are currently taking priority	

3.	Limited internal expertise or IT resources to support new initiatives	
4.	Perception that our operations are too complex for standard solutions	
5.	Concerns about implementation time or business disruption	
6.	Budget constraints	
7.	We're not aware of newer or more advanced solutions available	
8.	Leadership's appetite for new technology is cautious	
9.	Previous poor experiences with technology implementations	
10.	We're satisfied with our current fulfillment processes	
11.	Other (please specify)	Fixed
12.	None - There are no barriers preventing my organisation from adopting new order fulfillment technology	Fixed, Excl.
13.	Not sure	Fixed, Excl.
Q3	Does your organisation currently use any dedicated order management or fulfillment platform or technology? <b>Please select all that apply</b>	Ask all
	<i>Multi select, reverse</i>	
1	Yes, and we are actively reviewing or adding new fulfillment technology	
2	Yes, and we plan to modernise it within 12 months	
3	Yes, but we still rely heavily on manual processes or ERP (Enterprise Resource Planning)	
4	Yes, and we don't plan to modernise it or add new technology	Exclusive to 1,2
5	No, but we are considering adopting a dedicated fulfillment platform or technology	Excl.
6	No, and we don't plan to adopt any new fulfillment technology	Excl.
99	Not sure	Fixed, Excl.

# Thank you

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