Increase inventory turns and sales

Reduce canceled orders and delivery costs | Go live in 8 to 22 weeks

The Challenge

You've outgrown your Order Management System (OMS). Whether homegrown or legacy, it won't keep up with modern commerce needs, resulting in:

- **Inaccurate inventory availability** which results in **canceled orders**, late deliveries, and disappointed customers

- **High cost and time to make changes** to order management processes which **limits business innovation and process automation**

- **Scalability issues** resulting in **lost orders** during peak season.

- **High delivery costs** and/or high split shipment rates due to **inefficient sourcing logic**

- **Inefficient in-store pick / pack / ship** processes which **increases labor costs and reduces OTIF rate**

- **Region or brand specific fulfillment needs** that **limit global growth**

Real World Benefits

Customer results across the buying journey include:

	PRE-PURCHASE				POST-PURCHASE		
Product Listing Page (PLP)	**Product Details Page (PDP)**	**Checkout**	**Automated Order Sourcing/ Routing**	**Customer Service / Order Inquiry**	**Fulfillment**	**Delivery**	**In-Store Pickup**
Able to show **24 live product availability options in under 500 milliseconds.** (both pickup and delivery options across 12 items)	**151% increase in conversion rates** **10x increase in in-stock positions**	**60% faster checkout lead to 15% more shoppers completing checkout**	**Reduced delivery/freight costs by $133k per month** **93% reduction in canceled orders**	**Reduced contact center calls from 100/day/region to 6/day globally** (as a result of reducing canceled orders)	**63% reduction in order processing time** **4% increase in On Time In Full (OTIF) rate**	**50% Reduction in shipping costs** **33% decrease in delivery time**	**Pickup orders generated 40-50% in 'add on' purchases** while in store in the first 6 months

fluentcommerce

The Solution

Fluent Order Management, the modern composable order management system that enables:

- **Intelligent inventory processing at scale** to increase inventory availability and accuracy and **reduce canceled orders and call center costs**

- **Complex order orchestration** so you can **automate manual processes** and escalations

- **Region or brand specific fulfillment processes** so you can **grow with confidence**

- **Optimized order sourcing** to **reduce delivery costs** and split shipments, and increase inventory turns

- **Efficient in-store pick / pack / ship** processes so you can **reduce order processing time and labor costs**

"The flexibility provided by Fluent Order Management, combined with the ability to infinitely customize order management rules, were key selection criteria for us. After only 4 months of implementation, the solution has been able to provide a customer experience that meets the exacting standards of our clientele. Fluent Order Management provides us with real time inventory visibility. Very soon we were able to observe an increase in online sales by around 20%."

Rajesh Shanmugasundaram,
Chief Technology Officer | **Breitling**

Built for any business

Apparel   Beauty   Luxury   Specialty   Sporting Goods

Furniture & Homeware   DIY & Electronics   Food & Beverage

Wholesale Distribution   Pharmacy   Automotive

Why Fluent?

- **Rollout Speed** - Modern composable architecture supports incremental rollouts so you can go-live with Phase 1 in just 6-22 weeks, demonstrate success, and achieve a faster Return on Investment.

- **Proven Scalability** - Proven ability to support billions of API calls per day and 5x spikes in orders and inventory availability requests.

- **Integration Flexibility** - Flexible integration patterns and methods let you connect with any other system (old or new), including: SAP, commercetools, Salesforce, Shopify, Adobe, Mulesoft, marketplaces, etc. Enterprise customers often have 15-30 integrations.

- **Regional and Brand Flexibility -** Flexible architecture supports region and/or brand specific requirements to enable growth. Fluent Order Management has 350+ deployments in 50+ countries globally.

- **Lower Total Cost of Ownership** - Flexible workflows, rules and UI components let you adapt to changing market demands and deliver new functionality faster (in days or weeks, not months) without heavy customization. Enables business users to do their job better with an easy to use solution.

"This was one of the quickest implementations I have ever seen. At only 14 weeks from start to finish. We launched a new OMS when everyone else was in code freeze in November and went live with omnichannel 2 weeks before Black Friday.
We would not have made our 2022 revenue targets, if we didn't go live on Fluent Commerce before black Friday and cyber Monday"

Monica Provenza,
Director of Omnichannel & Experience | **Psycho Bunny**

What's next for OMS?

- **AI generated and deployed features**- Truly composable commerce architecture will enable you to use AI to automatically generate, test and deploy code so you can roll out new features in days.

- **Self Optimized Sourcing** - Build the data foundation you need to use the power of AI to provide personalized recommendations and insights and self-optimize sourcing, so you can increase sales, inventory turns, and margins.

"When it came to selecting an OMS, the flexibility of Fluent Commerce's offering stood out. <mark>We need a platform that will not only meet the consumer expectations of today, but tomorrow's as well.</mark> That requires it to have the potential to exceed expectations as we grow the business, and we found Fluent Commerce's product has that."

Matthieu Houle,
Chief Information Officer | **ALDO Group**

TRUSTED BY GLOBAL BRANDS

L'ORÉAL   Kingfisher   LVMH

JD   ALDO GROUP   Psycho Bunny

BREITLING 1884   FREEDOM   BARBEQUES GALORE

PRADA Group   Emma The Sleep Company   ARTERRA WINES CANADA

See it in action!

To learn how Fluent Order Management can help your business grow, chat with an expert today!

Book a Demo

ABOUT

Fluent Commerce

Fluent Commerce is a global software company focused on distributed order management for retailers, brands, and distributors.

Fluent Order Management is a cloud native, flexible platform designed for composable commerce, that is used in over 50 countries by brands including L'Oréal, ALDO Group, Kingfisher, and Psycho Bunny.
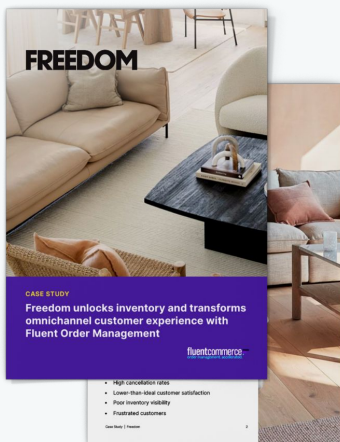
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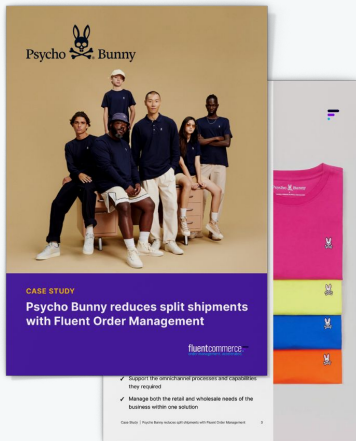
Case Study: Psycho Bunny

Psycho Bunny reduces split shipments 50%+ with Fluent OMS

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Case Study: Freedom

Freedom reduces canceled orders by 85% with Fluent OMS

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Case Study: ALDO Group

ALDO Group gains inventory visibility and optimizes fulfillment with Fluent OMS

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