



## Omni-Channel Fulfillment Execution

BUY ANYWHERE. FULFILL ANYWHERE.





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Enable optimal omni-channel order fulfillment and returns to improve customer satisfaction, brand loyalty and sales.

### FULLFILLMENT EXECUTION FEATURES

#### Store Fulfillment & Returns

- Ship from store
- Buy online, pick up at store
- Buy online, ship to store
- Returns processing

#### Vendor Drop Ship

- Increase assortment while reducing inventory carrying costs
- Optimize order routing based upon inventory position
- Web-based visibility to vendor fulfillment and shipment execution
- Measure performance with vendor scorecards and management

### MEET CUSTOMER EXPECTATIONS

Omni-channel order fulfillment and returns are about delivering a more convenient, consistent and seamless shopping experience for your customers. They want to buy, receive and return merchandise in ways that are most convenient to them. Today's empowered shoppers want to choose from a multitude of products and fulfillment options. They expect immediacy, convenience and simplicity—no matter if they are shopping in your brick-and-mortar store or online.

Retailers that can deliver against consumer expectations are more likely to drive brand loyalty and sales. Those that can enable omni-channel fulfillment options while strategically balancing cost and service will drive additional profitability.

### STORE FULFILLMENT

Consumers want your products – now. Your store associates can be a big asset in helping fulfill online orders and leverage inventory on hand.

- When e-commerce orders are picked up in the store, associates can personally interact with customers to enhance your brand experience.
- In-store traffic naturally drives additional sales opportunities as consumers have more interactions with products they need or want.

- Store associates can also more rapidly fulfill e-commerce orders when the store location is close to the demand point.
- And for peak selling events, store associates can augment distribution staff in the fulfillment effort.

In short, leveraging inventory in the stores can often be a least cost, best service solution. An optimal store fulfillment strategy that takes into account store labor, inventory positioning and exceptions is key. Enspire's retail consultants help clients optimally balance cost and customer service when implementing ship from store and ship to store fulfillment strategies.

Enspire's cloud-based Order Management solution optimally routes and orchestrates orders from the most optimal fulfillment source, based on customized rules. Our integrated Store Fulfillment solution delivers real-time fulfillment information and integrated labor activities and processes across the store network. The solution rapidly integrates with existing solutions, enabling you to benefit from a ship from store and/or pick up from store strategy in a matter of months or weeks.

Store Fulfillment	Laggards	Leaders (Enspire Enables)
Pick item with paper	✓	✓
Pick item with mobile (any mobile or OS)		✓
Pick single discrete orders	✓	✓
Batch pick items (same item multiple orders)		✓
Pick by store planogram		✓
Split cartons during packing		✓
Print pack slip/invoice	✓	✓
Rate shop shipment all modes		✓
Print carrier compliant labels (UPS, FedEx, USPS)	✓	✓
Print bill of lading (BOL) for carriers		✓
Notify store associate of orders via SMS text message (task management)		✓
Reallocate inventory if line item is not shipped	✓	✓
Constrain number of orders per day and store calendar	✓	✓
Create operational emails (item has shipped)	✓	✓
Reject and/or accept store order at the line level and split line fulfillment		✓
Rule based order "time out" if the order is not accepted by store auto reallocation		✓
Minimize order hops: number of times an order (shipment) fails to allocate (count and days)		✓
Split picking tasks across store associates		✓
Integrated store labor management (calculate associate performance)		✓
Place item on allocation hold if the item fails to ship based upon rules		✓
Store operational reporting and performance score card		✓
Set store operational fulfillment hours based upon omni-channel order type (ship from store vs. pick up at store)		✓
Notify customer via email or SMS text message that order is ready for pick up		✓
Email item suggestions to customer based on previously purchased items/likes		✓
Separate pick up at store and ship from store order types	✓	✓
Prioritize order type by service level	✓	✓
Add additional items to store pick up and process sale tender and payment		✓



Retail success is predicated on having the right item in the right place and channel at the right time and price. Enspire Commerce can help.



## ENSPIRE'S FULLFILMENT EXECUTION SOLUTION BENEFITS

- Expand fulfillment options to meet customer expectations
- Enhance customer service and brand loyalty
- Drive more e-commerce traffic and sales
- Drive more in-store traffic and sales
- Reduce fulfillment costs
- Deliver a single brand experience across channels
- Enterprise inventory visibility
- Expand item assortment without investing in inventory carrying costs
- Seamless data exchange with trading partners
- Sell non-productive inventory (NPI) to improve gross margin
- Seamlessly manage omni-channel returns

### VENDOR DROP SHIPPING

Many times, the optimal way to fulfill an order (at least cost and fastest time to delivery) is to leverage a supplier or trading partner with a distribution center or warehouse closest to point of demand. There are several benefits of leveraging a drop ship strategy.

Vendor drop shipping is a game-changer for retailers and distributors that want to effectively increase item assortment, expand business, compete across larger channels, and enter new marketplaces and territories - without making additional investments in inventory or infrastructure. Offering an increased item assortment helps drive additional traffic to e-commerce sites, improves customer conversions, and benefits top line revenue. In short, drop shipping makes it possible to offer more products, through more channels and shipping methods, resulting in better customer service and sales.

The routing logic built into Enspire's Fulfillment Execution solution optimizes shipment execution, including accelerated order routing and vendor fulfillment. Our Enspire solution delivers seamless EDI exchange with inventory visibility and 846 inventory uploads between vendors, enabling

retailers to obtain improved control over the fulfillment process.

**Advanced Distributed Order Processing and Trading Partner Management (EDI Connectivity)** are built into Enspire Commerce Fulfillment Execution solution to automatically review and optimally route each order, based on rules you define, to the most appropriate drop ship vendor in your network. Achieve real-time EDI between trading partners. Review, route and manage drop ship and replenishment vendors for delivery status visibility, batch import and more.

**Information Sharing and Scorecards** provide tracking status for individual orders as well as report the collective delivery history of all orders against organizational targets.

**Accelerated Order Processing** reviews and routes orders based on rules you define, to the most appropriate vendor in your network.

**Allocate and Route Orders Based on Item Cost vs. Service** to vendor (out of network) versus self-distribution (in network) based upon total order cost, including time cost versus service.

Drop Ship	Laggards	Leaders (Enspire Enables)
Receive order shipment via a web portal	✓	✓
Receive order shipment via ".CSV, Excel"	✓	✓
Receive order shipment via EDI to Trading Partner (850)		✓
Import and export order and shipment data	✓	✓
Provide vendor inventory visibility at a site level		✓
Accept/reject order line	✓	✓
Partially accept/reject order Line		✓
Print pack slip/invoice	✓	✓
Extend delivery date at the shipment line level	✓	✓
Allocate inventory based upon vendor distribution network		✓
Allocate inventory based upon vendor cost		✓
Allocate inventory based upon vendor service to customer		✓
Vendor manual invoice based upon shipment	✓	✓
Self-invoice based upon vendor shipment		✓
Vendor item cost file audit to ensure invoice and shipped item cost match		✓
Receive EDI 810 and import and process invoice		✓
Receive EDI 856 and import shipment information	✓	✓
Print carrier compliant labels	✓	✓
Print retailer compliant packing slips	✓	✓
Print retailer compliant return labels		✓
Vendor item master management	✓	✓
Receive inventory adjustments in portal		✓
Receive inventory in EDI 846 format		✓
Receive inventory in ".CSV, XLS" formats		✓
Vendor package type setup	✓	✓
Multiple package and carrier tracking association		✓
Customer e-mail notification		✓

**The Real-Time Enspire Vendor Portal** enables seamless data exchange and real-time communication between your organization and its trading partners. Obtain delivery status visibility using customizable reporting and scorecards. Review vendor fulfillment and shipment execution with tools for customizable pack slip and invoice pricing. Enspire's EDI services also allow you to batch import inventory or 846 inventory uploads from vendors.

**Vendors Benefit** by leveraging the Enspire vendor web portal management tools to complete their shipping execution. The solution enables vendors to print packing slips and invoices, connect using Enspire Commerce EDI Managed Service, translate

files using the Value Added Network (VAN) and routes 850, 810, 846, and 856 trading documents. Our Enspire solution delivers seamless EDI 846 exchange with inventory visibility and inventory uploads between vendors at the site level.

**The Cost Reduction** benefits of our solutions include reducing in-store or back-room warehouse staff. The solution also reduces additional overhead costs, allowing retailers to reduce inventory carrying costs without increasing inventory working capital.

**Customer Satisfaction** extends online shopping opportunities and improves customer satisfaction through increased inventory and rapid order fulfillment.

## OMNI-CHANNEL RETURNS PROCESSING

A key customer service opportunity for retailers is the ability to easily return online orders at the store. Enspire's Fulfillment Execution solution is helping some of the world's largest retailers manage omni-channel returns so that it is seamless for the customer and optimally tracks and routes in-store returns. Store associates can immediately issue credit back to a credit or debit card or issue a store credit, and manage returns from a single receipt. Returned items are re-stocked or sent backward through the chain based on predefined rules.

Returns	Laggards	Leaders (Enspire Enables)
Create RMA from existing sales order	✓	✓
Create blind return	✓	✓
Themed sub-domains	✓	✓
Integrated i-Frame	✓	✓
Email notification of RMA	✓	✓
Return rules based upon item attributes	✓	✓
Carrier call tag	✓	✓
Return status notifications	✓	✓
Credit customer's credit card	✓	✓

## SUMMARY

Optimizing omni-channel order fulfillment and returns are critical to retail success. Enspire's cloud-based omni-channel Fulfillment Execution solution can help retailers rapidly and cost-effectively fulfill orders based on predefined rules that balance customer service and cost. Enspire's team of experienced retail and supply chain consultants can help develop and deploy an optimal omni-channel strategy.

### We're Here to Help

The Enspire Commerce cloud-based Enterprise Commerce Platform enables retailers to rapidly, cost-effectively and optimally fulfill orders and deliver a seamless returns process throughout the retailer's network, including from store locations and via vendor drop shipping.

### Enspire Commerce – Better Customer Engagement

Enspire Commerce enables small to mid-market retailers, distributors and third party logistics providers (3PLs) to deliver an optimal customer experience - from order capture to fulfillment. Our cloud-based customer engagement platform, built on an integration Platform as a Service (iPaaS) and service-oriented architecture, enables seamless technology integration and data exchange between retailers and their distribution centers, trading partners and stores. We help you deliver unified commerce - in months, instead of years - at a lower total cost of ownership.

Enspire Commerce solutions orchestrate and optimally route orders; enable fulfill from store, pick up front store, and ship from vendor; and empower store associates to save the sale and deliver customized shopping experiences that drive brand loyalty. An enVista company, Enspire Commerce also provides deep omni-channel retail and supply chain consulting expertise.

Let's have a conversation.

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