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Introducing the Enactor OMS
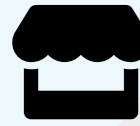
Solution Overview

What is Enactor OMS?

A single Omnichannel Ordering Engine delivering flexibility for both Retailer and Consumer

Creating the perfect balance between customer experience and profitability

Enactor OMS is a sophisticated Cloud-deployed Platform working between a Retailer's Channels and back-end systems. As an algorithm and API-based single platform, it is an engine that enables retailers to allow the customer to easily order from wherever, however and to anywhere they want.

For the Retailer Enactors OMS offers the ability to get total control of how an order is to be fulfilled, no matter how complex the customer journey and order process.

Wherever the customer buys

- Over the Phone
- Smartphone
- In Store Kiosk
- In Store Mobile POS
- Online

However the order is paid for

- Upfront Card Transaction
- Split Payment
- Upon Fulfilment
- Upon Confirmation
- With Deposit

Wherever the stock comes from

- Warehouse
- Distribution Centre
- Store Stock
- Straight from Supplier
- Straight from Factory

Wherever the order is fulfilled

- Delivered to Home
- Delivered to Work
- Collected in Store
- Picked-up at Collection Point
- To Nearby Store

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What Enactor Delivers for the Retailer

- Treat inventory as a **single pool of stock**.

- Enable any fulfilment including **Ship from Store**.

- **Optimise processes** for click and collect and curb side pickup using low-code.

- Lift and shift quickly to **"Dark Stores"** network.

- Real-time **ATP (Available to Promise).**

- **Save-the-sale,** with flexible endless aisle and in-store ordering across any device.
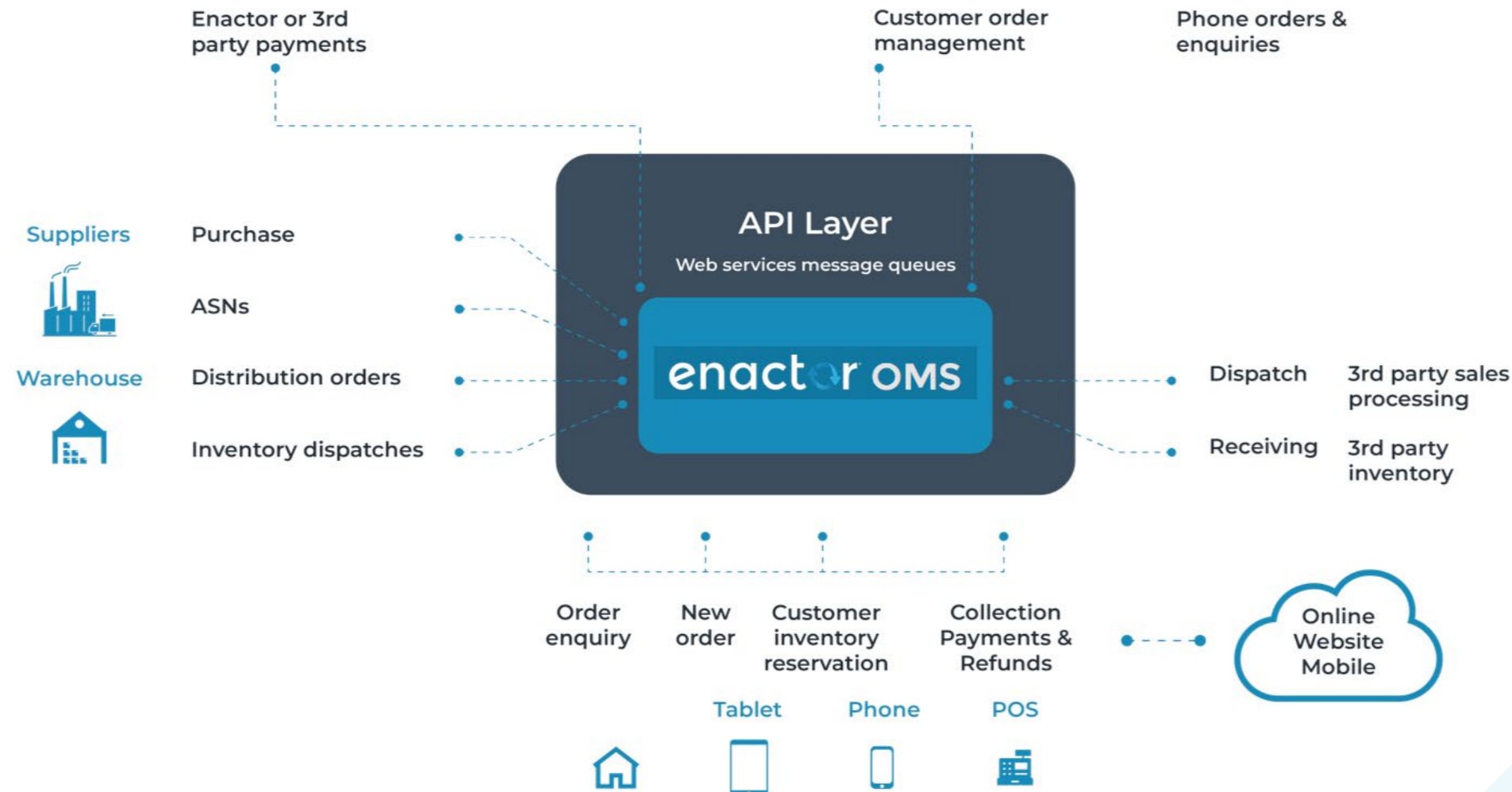
What Enactor Delivers for the Customer

- **Real-time inventory levels** globally as well as "Near Me".

- Customers **receive items however and wherever** they want.

- **Same day and next day** delivery.

- Optimised processes for **seamless customer experiences**.

- Stock available to the customer, **regardless of physical location**.

- Service the **customer in store** directly from a highly configurable app.

API Layer
Web services message queues

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Enactor or 3rd party payments

Customer order management

Phone orders & enquiries

Suppliers — Purchase

ASNs

Warehouse — Distribution orders

Inventory dispatches

Dispatch — 3rd party sales processing

Receiving — 3rd party inventory

Order enquiry | New order | Customer inventory reservation | Collection Payments & Refunds

Tablet | Phone | POS

Online Website Mobile

What is Driving the Desire for the Modern OMS?

The Challenge in Order Management

In an omnichannel world transactional orders, wherever they originate from, are becoming an ever more strategic part of a retailer's business model. What we've seen over the last five years is that the processes from existing technologies, that sit behind fancy front ends delivering basic cross-channel journeys such as Click and Collect, just aren't fit for purpose.

> "Flexibility needs to be at the core of how retailers service their customers. The journeys offered, the payment options available and order fulfilment should not be limited by the technology underpinning the retail infrastructure."

It's all too common to see manual tasks, physical lists and unreliable integrations out there. What results is a mish-mash of an incomplete range of customer journeys, poor experiences, fewer choices for customers, slower fulfilment and an increasing number of missed sales opportunities.

Retailers aren't able to fully leverage their store network when it comes to fulfilment. A modern OMS is far more suited to adapting quickly to changing circumstances.

This document explores the three main advantages of a modern OMS, such as Enactor, and what value that delivers to both the retailer and the customer.

The three advantages offered by Enactor Order Management

1.
Adaptive Fulfilment

Reacting to crisis quickly

For example: creating "Dark Stores"

The outbreak of Covid-19 is seeing large-scale, unexpected changes to the way society functions day to day, and this is clearly having a significant effect on Retail. With stores closed and consumers unable to go outside, retailers urgently need to offer flexible options to consumers in how and what products can reach them when needed. In short: Adaptive Fulfilment.

It's no surprise that now, more than ever, the key for retailers lies in being flexible in response to whatever the market throws at them whether from a large scale challenge as we're seeing now, or smaller scale supply chain disruptions.

We've seen some retailers that have been fortunate enough to be able to turn their stores into "Dark Stores" and use that to continue trading as part of the retail order fulfilment network.

With adaptive fulfilment, this can be done at any level; the store, the distribution centre, temporary locations or even in transit. Orders are fulfilled using alternative delivery teams and networks as needed.

What happens now when disruption occurs is that orders can come from any channel, but due to the infrastructure limitations in-place within most retailers, rather than being automated, these orders are generally coming from phone-ins and transactions processed on the Point-of-Sale system.

Enactor OMS specialises in adaptive fulfilment

Enactor OMS is a key component in enabling Retailers to instantly "lift and shift" stores to dark stores.

Whatever the store and distribution centre model, it's important that retailers are able to treat all stock as a single pool of inventory as previously mentioned. Whether the model is centralised or distributed is irrelevant, orders from any channel come through a single engine, leveraging real-time inventory data from anywhere, including right down into the stores.

We all hope that we never have to go through anything like the COVID-19 pandemic again, but it's sensible for retailers to be prepared for even smaller scale distribution shifts such as a distribution centre going offline, or a supplier no longer being available.

2.
Single Inventory Pool

The Power of leveraging Store Stock

Your stores are your greatest asset – Enactor OMS allows you to maximise operational returns on these investments.

"79% online shoppers switch brands when facing out-of-stock."

As well as the significant commercial investment in a retailer's store estate, there are definite commercial benefits to be gained from integrating the store estate into the order fulfilment processes. These benefits come about as a result of offering flexible order and fulfilment options to customers, reducing back orders and increasing Available to Promise Inventory (ATP).

"65% online and 55% in-store shoppers drop their purchase when a desired item isn't available."

Having a single platform that gives you both a single pool of inventory, regardless of physical location, and the ability to move the order process seamlessly between device, channel and supply chain enables retailers to unlock those commercial benefits.

Currently, there are two primary advantages from enabling a single pool of inventory:

Ship from Store

We all know delivery from a central warehouse is likely to be cheaper, but for certain types of products leveraging store stock can be a game changer. For example, you could increase store stock on high performing products by 20% in order to accommodate diversion of web orders to the store. This would not only speed up delivery to the customer, but would also enable new services such as click and collect, which are proven to increase average basket size.

Using stores to make fulfilment speedy, efficient and convenient opens up new opportunities for the ordering process and improves the yield from in store inventory, whilst effectively managing stock levels across the entire store estate.

"75% shoppers rank product unavailability as their top frustration."

Real-Time Inventory Data

In store inventory management has always been a challenge for retailers, establishing a method of tracking on shelf availability, combined with stock in the back storeroom and allocating stock that's in transit to the store has always been difficult with traditional ERP systems. The benefit of an OMS that sits on a single platform is that all of these inventory locations can be treated as a combined single pool, easily able to support the omnichannel process. The dynamic and real-time inventory management can be facilitated in the same platform with Enactor's own Cloud Inventory Management or by third party systems.

The integration of the Enactor POS application on the same platform also offers more advantages in this area, as wish lists and baskets are built (on any device or channel, including in store) inventory usage can be monitored at this level if desired.
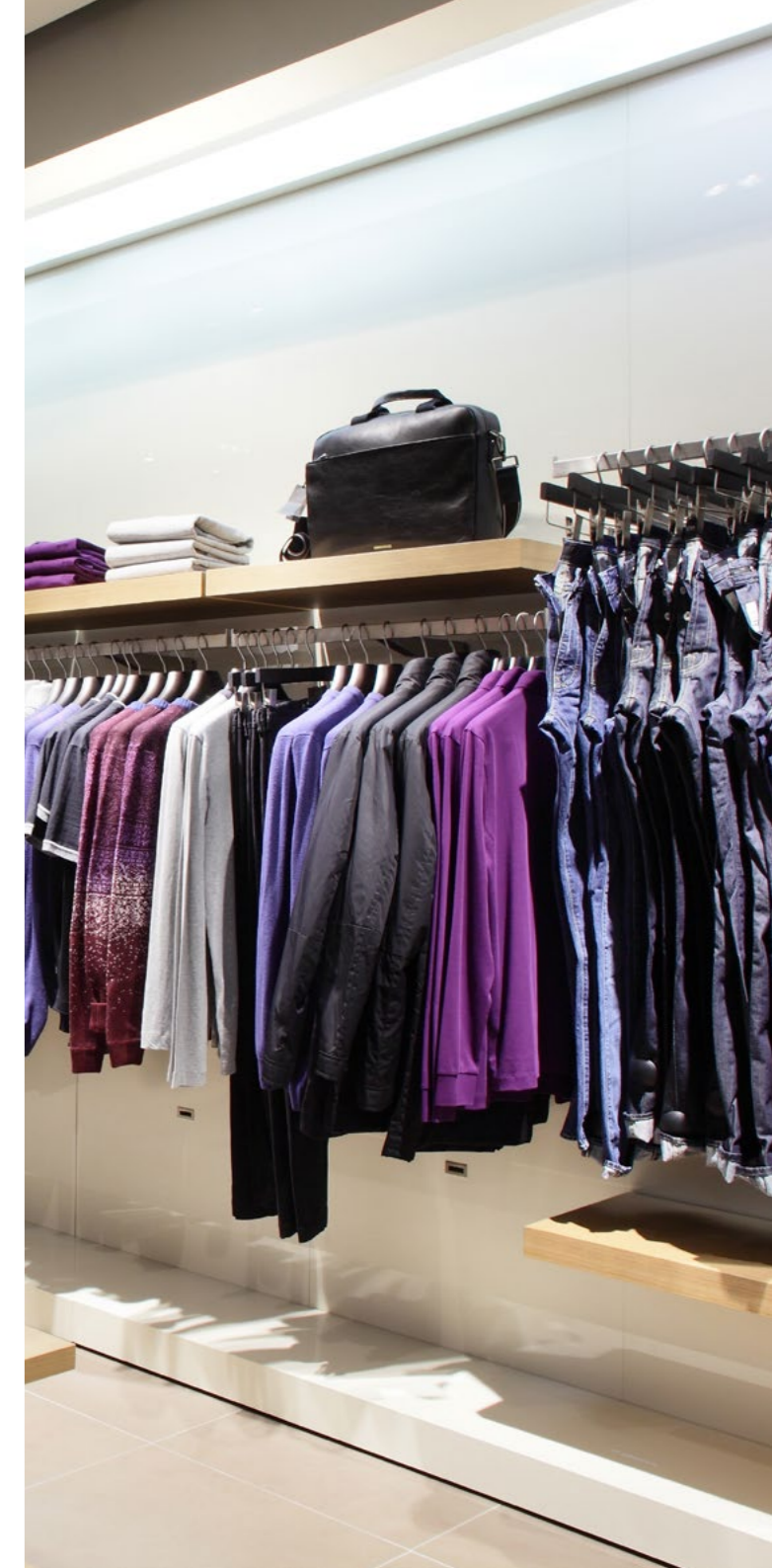
3.

In-Store Order Taking

The advantage of a single platform running all Order Management processing is the blending of customer facing channels. This can include, for example, bringing the web channel directly into the store in order to enable seamless customer self-service.

Endless Aisle

Retailers need to offer as many choices as possible for capturing sales in store. Using endless aisle capabilities means that orders are not lost when stock is low, or not available in that physical location.

A rich interface that leverages real-time product data, images, attributes, promotions, loyalty and inventory increases the opportunity to save the sale.
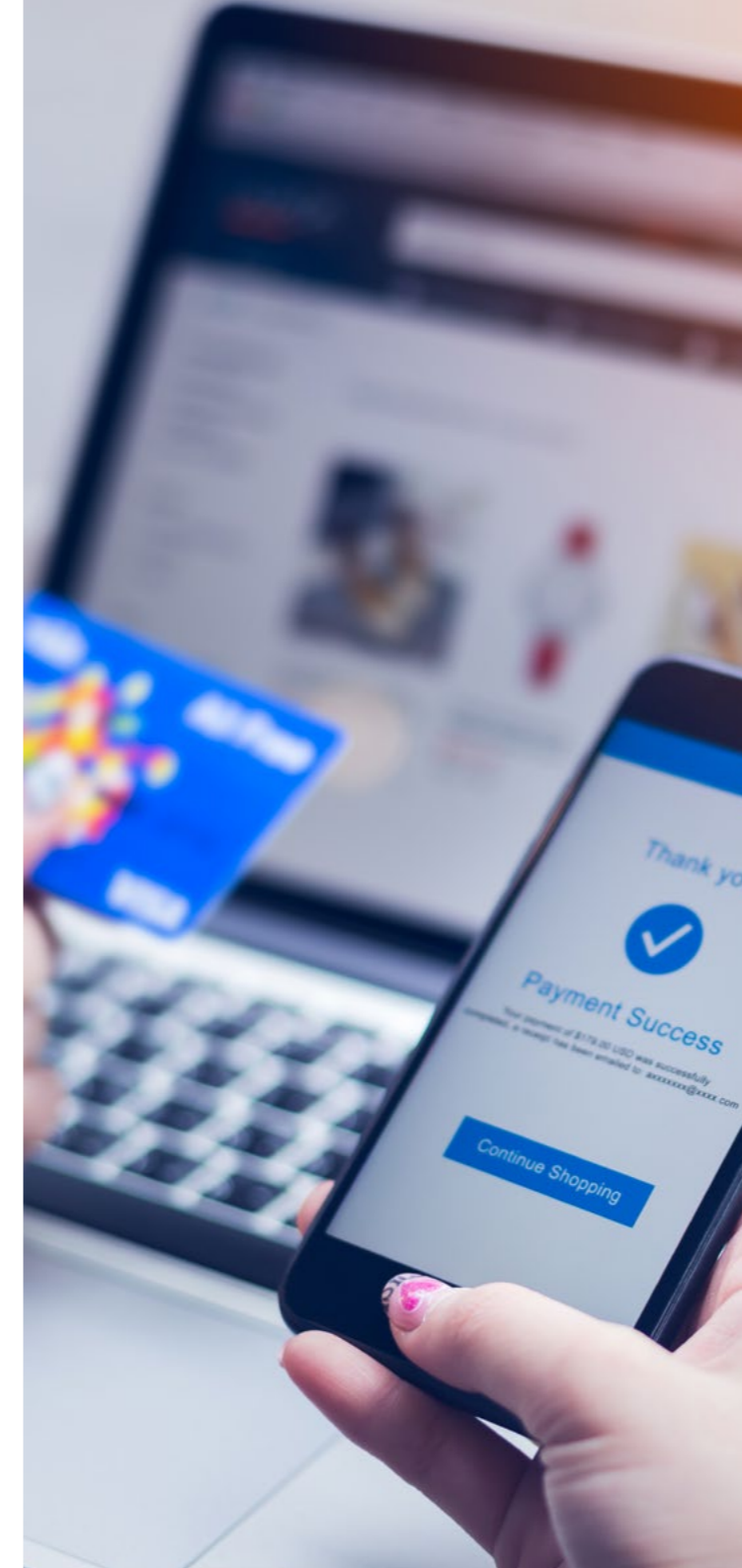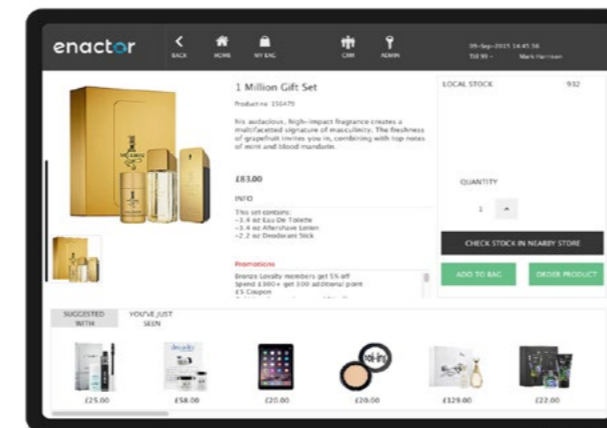
The example to the left shows how this interface can deliver all the data needed to offer increased choices to customers. Informing a customer that they can pick-up the product in a nearby store for example, or get it delivered immediately to the store location could be the difference between capturing and losing the sale.

What this delivers

- Increased order levels
- Reduced levels of abandoned baskets
- Improved competitive positioning against "online only"
- Capture new customers
- Improved brand loyalty
- Offer new journeys and experiences to regular customers
- Improve the store experience
  - ◊ Reduced queue times
  - ◊ All stock available to every customer
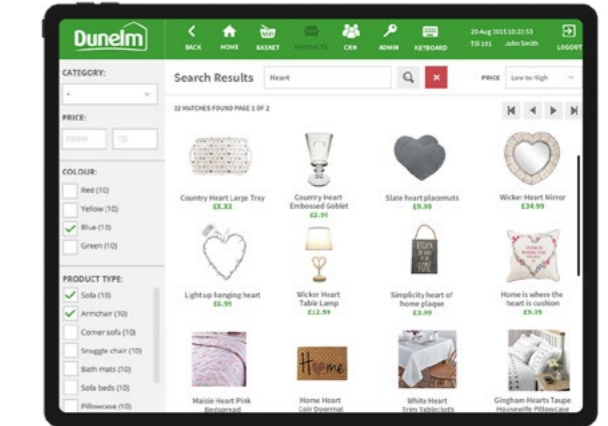
Another endless aisle enabler is using bridging technology to allow in store staff and customers to explore the customer website whilst being able to take payment and manipulate the basket in-store. The retailer can deliver a comprehensive endless aisle option, together with complex web-enabled capabilities such as search, into the in-store environment.

> " The JavaScript Bridge from Enactor allows the Enactor in-store application to interact with the retailer's web application directly. This could include getting product selection from a page for example and the orders from this web interaction will then go through the Enactor OMS and can be tracked anywhere and across any channel. "

Incorporating each Retailer's needs

## Incorporating Business Processes with low-code

In enterprise Order Management, building and adapting the order fulfilment process is critical. Different businesses have differing backend systems, historical processes, data formats and stores. That means that a modern OMS needs to easily adapt to the complexity of managing these long-running strings of events, tasks and transactions.

Graphical Design, Graphical Building

The Enactor Business Process Engine controls and maps out the execution flow between all applications, whether the application is on the Enactor platform, customer developed or belongs to a third-party vendor.

The flows are executed based on the outcomes of different operations, they in turn run jobs and then allocate tasks to users. We, and our customers, use the Business Process Designer to build all long-running processes. The processes can last multiple days, weeks or even months.

Examples of these long processes include OMS and Inventory Management.
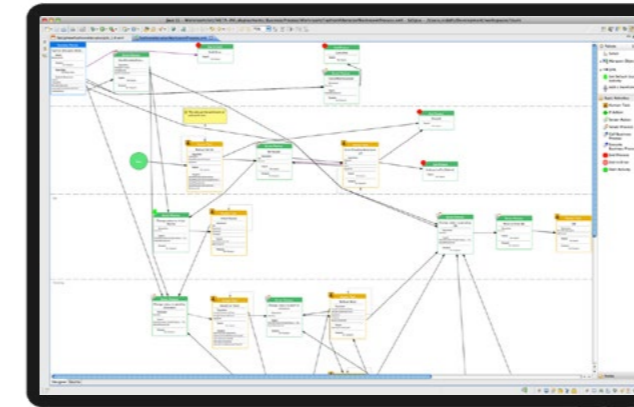
The screenshot above is shows an example of an inter-branch transfer process. The orange symbols represent user tasks that are generally implemented with smaller applications, such as selecting items to transfer from one store to another. The green symbols represent jobs, such as printing a transfer note for example.

The Business Process Designer is also used to produce custom processes associated with order orchestration.

Flexibility establishing the OMS Processes

In enterprise Order Management no two businesses are the same. That is why deploying, integrating, building processes and setting the rules is imperative. Enactor OMS is designed to make this very straightforward:

Cloud Deployment

- Cloud ready
- Easy to deploy
- Docker, SWARM and Kubernetes
- AWS or Azure
- Fully SaaS or managed by customer

Build SOA Integrations

- Central Hub of integration between all fulfilment and back-end systems
- APIs for all order business data and entities
- REST, SOAP or Kafka Streams

Set the Rules

- Define fulfilment centre rules for each store
- Inventory buffers by item by fulfilment locations
- Store location ranking

Build Processes for you

- Graphical, flow based business process designer
- Design order lifecycle
- Manage status and system events
- Incorporate human tasks
- Map 3rd party interaction

The technology powering Order Management

SaaS, Microservices, APIs and Cloud

Go Cloud!

We can rapidly deploy Enactor OMS onto the Cloud in just a few minutes. We use Docker Containers in both AWS and Microsoft Azure which gives us a significant amount of streamlining when managing new releases, DevOps and deployment.

Docker and Cloud also gives us enormous scalability and monitoring of the application ensuring the application consistently performs at times of extreme peaks.

SaaS - taking all the pain away

Once deployed on the cloud, Enactor OMS then runs as a SaaS application and takes all of your order management pain away. Equally if you want to manage it in the Cloud yourself that's fine too.

Microservices

Enactor is a completely Microservices based application. This means we can innovate quickly, and add new features and capabilities. We have our own Microservices framework for building applications graphically. New integrations become much simpler and makes historically difficult things easier, and impossible things possible.
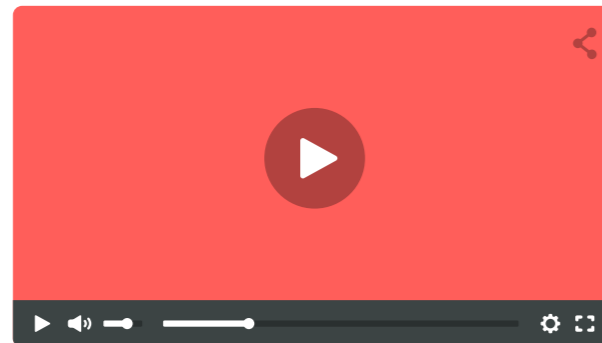
See more on the Enactor Microservices Toolkit in this video here.

https://www.youtube.com/watch?v=x7d5QGFChd8

APIs

Ease of integration is an absolute must for any modern platform or IT project. In a retailer's order environment, there are many possible combinations of systems and applications that are required to communicate with each other.

These applications can include; payments solutions, inventory systems, finance systems, BI tools, store applications, e-commerce site and dashboards.

"That's why Enactor OMS is an inherently SOA (Service Oriented Architectured) solution. We have a thick and flexible service layer of REST APIs, SOAP APIs and Message Queues end-points. Meaning that inbound data, outbound data and system events can be easily exchanged with any system. All are thoroughly documented to enable retailers to do their own integrations around the solution – no need to rely on us!"

In Summary

With the future of retail inherently unpredictable and subject to certain large-scale change, having flexible order management processes is a crucial enabler of success.

Flexibly diverting fulfilment quickly, leveraging inventory anywhere in the supply chain and being able to redefine processes fast, are essential survival mechanisms both for now, and in the future.

At Enactor we're passionate about innovation in retail, and the fact that retailers should be in control of their own destiny.

If your order management is holding you back, then why not have a conversation with us?

Why not let Enactor help you leverage unlimited customer journeys?

For more information on our retail solutions please contact us via info@enactor.co.uk or visit enactor.co

Our strategic OMS partners