Inventory and Order Management: Streamlining for Supply Chain Success

Moderator
Don Davis
Editor-in-Chief
Internet Retailer

Speakers
Steve Rowen
Managing Partner
Retail Systems Research

Jay Moltz
IT Operations Manager
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Andy Lloyd
GM of Commerce Products
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#IRWebinars
The web has been growing faster than stores....

Annual growth rate 2004-2013, e-commerce versus retail spending*

Note: All other retail sales excludes auto dealers, gasoline stations and fuel dealers, and restaurants and bars.

Source: U.S. Commerce Dept., Internet Retailer
Retail chains generate strong web growth

2013 growth rate

- Catalogers: 7.6%
- Manufacturers: 14.4%
- Retail chains: 16.7%
- Web-only retailers: 21.1%

Source: Internet Retailer 2014 Top 500 Guide
Big chains show especially strong growth, at least online

Source: Wells Fargo Securities
How they use their stores

Return online orders to stores

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>93</td>
</tr>
<tr>
<td>2013</td>
<td>114</td>
</tr>
</tbody>
</table>

Buy online, pick up in store

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>52</td>
</tr>
<tr>
<td>2013</td>
<td>51</td>
</tr>
</tbody>
</table>

Source: Internet Retailer 2014 Top 500 Guide
Macy’s

- Will roll out buy online, pick up in store to all 675 full-line Macy’s stores this spring
- Company has visibility into inventory in stores and distribution centers
- Ships from stores from almost all 800 Macy's and Bloomingdale's stores
- Fulfilling from stores means more inventory in those stores.

“Our stores look better, and at the same time we’re satisfying Internet demand from that inventory.”

Karen Hoguet, chief financial officer
Dick’s Sporting Goods

- Ships online orders from stores
- Expanded by 120% in the fourth quarter number of store items available for fulfilling web orders
- Began testing in January buy online, pick up in store with 100 of its 558 stores. (Not offered in all product categories.)

“This is really in its infant stage right now and will accelerate through the balance of the year.”

Chairman and CEO Ed Stack
Gap

- Reserve online, pick up in store expanding to all Gap stores, from half in late 2013.
- Gap plans to test placing online orders from stores, either from self-service kiosks or with the aid of employees.
- Increased responsibilities of store employees for online orders is one reason Gap plans to raise its minimum wage to $10/hour by June 2015.

"The question is: How do you get that customer into the physical store? Reserve in store is one of the tools to make that happen."

CEO Glenn Murphy
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#IRWebinars
Satisfying Customers in a Post-channel World: Inventory’s Role

April 2014

Steve Rowen
Managing Partner
Retail Systems Research, LLC
About RSR

Founded in 2007 to quickly become the leading source of insights for trends in retail technology, and retail in general

Mission: To elevate the conversation about retail technology to a strategic level within the retail enterprise by:

• Providing **objective, pragmatic advice** to both *retailers* and *solution providers*

• Leveraging our **extensive retail industry experience**

• Providing a **deep bed of research** into retailers' technology investment plans and the business opportunities and challenges that drive those investments.
Retail’s Reset Moment
Consumer Behaviors Are Fundamentally Changing ... From This ...(very orderly)

<table>
<thead>
<tr>
<th>Investigate</th>
<th>Select</th>
<th>Pay For</th>
<th>Fulfill</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Store</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investigate</td>
<td>Select</td>
<td>Pay For</td>
<td>Fulfill</td>
</tr>
<tr>
<td>Web</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Investigate</td>
<td>Select</td>
<td>Pay For</td>
<td>Fulfill</td>
</tr>
<tr>
<td>Catalog</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investigate</td>
<td>Select</td>
<td>Pay For</td>
<td>Fulfill</td>
</tr>
<tr>
<td>Direct Sales</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
…To This (Many Paths To Purchase / Chaotic Patterns)

This is the Omni-channel Phenomenon
This Chaos Brings Profit

Multi-Channel Customers Are:

- Significantly More Profitable Than Single Channel Customers:
  - 2013: 47%
  - 2012: 38%

- Slightly More Profitable Than Single Channel Customers:
  - 2013: 29%
  - 2012: 28%

- Equally Profitable:
  - 2013: 3%
  - 2012: 7%

- Less Profitable Than Single Channel Customers:
  - 2013: 3%
  - 2012: 10%

- Don't Know/Can't Tell:
  - 2013: 18%
  - 2012: 17%

But you have to execute differently

RSR Research, June 2013
Satisfying Channel Agnostic Customers
Retailers Know They Need To...

- Optimize Consumers’ Paths To Purchase
- Define One Brand
- Re-Integrate The Store
- Solidify Marketing’s New Role
- Re-align The Supply Chain

“Bathe” Everything In Analytics
### Value of Processes to Your Company’s Omni-channel Strategy

<table>
<thead>
<tr>
<th>Process</th>
<th>Very Important</th>
<th>Some Importance</th>
<th>Little to no Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistent customer experience across all channels</td>
<td>84%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Inventory visibility across all channels</td>
<td>80%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Fulfillment</td>
<td>75%</td>
<td>19%</td>
<td>5%</td>
</tr>
<tr>
<td>Customer Order visibility across all channels</td>
<td>73%</td>
<td>21%</td>
<td>6%</td>
</tr>
<tr>
<td>Digital marketing (E-commerce, Mobile, Social Media)</td>
<td>64%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Pricing strategies</td>
<td>53%</td>
<td>43%</td>
<td>4%</td>
</tr>
<tr>
<td>Loyalty management</td>
<td>52%</td>
<td>41%</td>
<td>7%</td>
</tr>
<tr>
<td>Store Operations</td>
<td>50%</td>
<td>47%</td>
<td>3%</td>
</tr>
<tr>
<td>Customer segmentation</td>
<td>46%</td>
<td>44%</td>
<td>10%</td>
</tr>
<tr>
<td>Demand Forecasting</td>
<td>44%</td>
<td>49%</td>
<td>7%</td>
</tr>
<tr>
<td>Procurement/Assortment</td>
<td>42%</td>
<td>55%</td>
<td>3%</td>
</tr>
<tr>
<td>Customer call center</td>
<td>33%</td>
<td>48%</td>
<td>19%</td>
</tr>
<tr>
<td>Traditional advertising</td>
<td>13%</td>
<td>54%</td>
<td>33%</td>
</tr>
</tbody>
</table>
Retailers’ Vision of the Future

**Agree/Disagree**

- 29% Strongly Agree
- 39% Agree
- 21% Neutral
- 6% Disagree
- 6% Strongly Disagree

The future of online commerce lies more with cross-channel or merged channel capabilities.

**Plans for Extending eCommerce Platform to Other Parts of the Retail Organization**

- **eCommerce as Point of Sale**
  - 21% Implemented
  - 18% Current Project
  - 8% Budgeted Project
  - 17% Planned, Not Yet Budgeted
  - 36% No Plans

- **eCommerce as mobile platform**
  - 21% Implemented
  - 13% Current Project
  - 12% Budgeted Project
  - 27% Planned, Not Yet Budgeted
  - 27% No Plans

- **eCommerce as in-store kiosk**
  - 13% Implemented
  - 15% Current Project
  - 5% Budgeted Project
  - 13% Planned, Not Yet Budgeted
  - 55% No Plans

- **eCommerce as in-store employee-facing handheld application**
  - 7% Implemented
  - 12% Current Project
  - 6% Budgeted Project
  - 21% Planned, Not Yet Budgeted
  - 54% No Plans

Source: RSR Research, November 2013
The Question That Is Only Beginning To Be Asked Is...

“How Do We Meet These Fulfillment Requirements Profitably?”
In The Next 18-24 Months, Retail Will Move To Address How To Profitably Serve Anytime/Anywhere Shopping

The Impact of the massive adoption of consumer technologies (mobile, social) on the Retail selling environment

The harmonization of the digital and physical selling environments

Next Generation Marketing

Next Generation Supply Chain
So Far... A Sorry State of Affairs

Omni-Channel Strategy & Execution: Current Progress

- **Lagging**: We are exploring our omni-channel options and haven’t yet set our long-term strategy.
  - Retailers: 41%
  - Vendors: 28%
  - LSPs: 16%

- **In Process**: We are developing our strategy and beginning to execute the plan.
  - Retailers: 31%
  - Vendors: 40%
  - LSPs: 47%

- **Moderate**: We have identified our strategy and are executing on it.
  - Retailers: 22%
  - Vendors: 26%
  - LSPs: 26%

- **Advanced**: We are ahead of most of our peers and have executed on most of our strategy.
  - Retailers: 6%
  - Vendors: 6%
  - LSPs: 11%

RSR Research, September 2013

Retailers lag... likely needing a champion (as marketing was for sell-side)
### What Is the Current State of Channel Synchronization According to an “Omni channel” Strategy?

<table>
<thead>
<tr>
<th>Category</th>
<th>Fully Synchronized</th>
<th>Full Synchronization in Progress</th>
<th>Some Synchronization in Progress</th>
<th>No Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfillment</td>
<td>17%</td>
<td>20%</td>
<td>58%</td>
<td>6%</td>
</tr>
<tr>
<td>Pricing strategies</td>
<td>15%</td>
<td>25%</td>
<td>54%</td>
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<td>Procurement/Assortment</td>
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<td>Traditional advertising</td>
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</tr>
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<td>Inventory visibility across all channels</td>
<td>11%</td>
<td>33%</td>
<td>49%</td>
<td>7%</td>
</tr>
<tr>
<td>Consistent customer experience across all channels</td>
<td>11%</td>
<td>22%</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>Digital marketing (E-commerce, Mobile, Social Media)</td>
<td>11%</td>
<td>32%</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>Loyalty management</td>
<td>10%</td>
<td>18%</td>
<td>60%</td>
<td>13%</td>
</tr>
<tr>
<td>Store Operations</td>
<td>8%</td>
<td>31%</td>
<td>58%</td>
<td>3%</td>
</tr>
<tr>
<td>Customer call center</td>
<td>8%</td>
<td>28%</td>
<td>44%</td>
<td>20%</td>
</tr>
<tr>
<td>Demand Forecasting</td>
<td>7%</td>
<td>36%</td>
<td>51%</td>
<td>6%</td>
</tr>
<tr>
<td>Customer segmentation</td>
<td>7%</td>
<td>28%</td>
<td>52%</td>
<td>13%</td>
</tr>
</tbody>
</table>

RSR Research LLC, June 2013
Why Does Visibility Matter?

If retailers can promise availability, they can save the sale

- Show it online even when online is out of stock
- Promise it in the store if it’s in-stock online

Some retailers have reported significant sales improvement when they can connect online inventory visibility to stores (“endless aisle”)
Three Clear Challenges: Customer, Customer, and Competition

Supply Chain Execution
Top 3 Business Challenges

- Consumers expect retailers to provide a more seamless omni-channel experience: 73%
- The pattern of consumer demand and how we fulfill it has changed: 67%
- Competitive pressures drive us to create shorter customer order-to-delivery cycles: 58%
- Digital channel growth outpaces store growth, putting new pressures on supply chain: 31%
- Pressure from competitors to achieve same-day fulfillment to consumers: 29%
- Challenges with suppliers when it comes to managing "endless aisle": 17%

Source: RSR Research, December 2013
Progress? Not Really

Customer Order Fulfillment Processes: Value vs Use

- Direct to consumer fulfillment from our DC: Value 79%, Implemented/Rolling out 60%
- Online visibility into in-store inventory: Value 77%, Implemented/Rolling out 37%
- In-store inventory pick for consumer in-store pick-up: Value 74%, Implemented/Rolling out 36%
- Ship to store from "Direct" DC for consumer in-store: Value 56%, Implemented/Rolling out 29%
- Same-day ship: Value 53%, Implemented/Rolling out 20%
- Ship from store direct to consumer: Value 50%, Implemented/Rolling out 49%
- In-store purchase of online inventory for shipment: Value 48%, Implemented/Rolling out 29%
- Same-day delivery: Value 47%, Implemented/Rolling out 12%
- In-store reservation of inventory for consumer in-store pick-up: Value 42%, Implemented/Rolling out 17%
- Drop ship from vendor direct to store: Value 40%, Implemented/Rolling out 31%
- Drop ship from vendor direct to consumer: Value 40%, Implemented/Rolling out 39%
- Store-to-Store transfer for pick-up in-store: Value 34%, Implemented/Rolling out 29%

Source: RSR Research, December 2013
Panic vs. Reaction

Top 3 SCE Operational Challenges

- **Our supply chain is not designed for the current/projected volume of direct-to-consumer shipments**
  - Winners: 44%
  - Others: 50%

- **We need to rethink our forward positioning of inventory to compete with online pureplays**
  - Winners: 39%
  - Others: 27%

- **Direct to consumer shipments are not fast enough**
  - Winners: 39%
  - Others: 27%

- **We don't have good visibility into how demand flows through our selling channels**
  - Winners: 33%
  - Others: 23%

- **Tracking labor & shipment costs across cross-channel fulfillment**
  - Winners: 13%
  - Others: 33%

- **Current warehouse flow is not designed for current or future volumes of direct to consumer shipments**
  - Winners: 33%
  - Others: 50%

- **Marketing promotions cause unintended consequences on supply chain**
  - Winners: 22%
  - Others: 17%

- **What to do with online inventory returned to stores**
  - Winners: 22%
  - Others: 43%

- **We haven't figured out how to align incentives for sales credit for cross-channel sales.**
  - Winners: 22%
  - Others: 27%

- **Pressure from store operations to prepare "shelf-ready" shipments that cut store labor requirements**
  - Winners: 0%
  - Others: 13%

Source: RSR Research, December 2013
One is Bad, Two is Worse

Inventory Challenges

<table>
<thead>
<tr>
<th>Issue</th>
<th>Winners</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>We consistently have too much inventory in slow-moving categories/products</td>
<td>67%</td>
<td>48%</td>
</tr>
<tr>
<td>Inaccurate inventory levels in stores</td>
<td>53%</td>
<td>74%</td>
</tr>
<tr>
<td>Too many out of stocks in stores</td>
<td>40%</td>
<td>44%</td>
</tr>
<tr>
<td>We carry too many SKUs in our DCs that simply don't ship</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>We consistently stock out on fast-moving categories/products</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Too many inventory transfers between stores</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Too many out of stocks in distribution centers</td>
<td>7%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: RSR Research, December 2013
### Types of Supply Chain Visibility

<table>
<thead>
<tr>
<th></th>
<th>A lot of value</th>
<th>A lot of visibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>System-wide inventory visibility</td>
<td>93%</td>
<td>45%</td>
</tr>
<tr>
<td>DC available inventory</td>
<td>88%</td>
<td>74%</td>
</tr>
<tr>
<td>Store inventory levels</td>
<td>86%</td>
<td>55%</td>
</tr>
<tr>
<td>Store on-shelf inventory levels</td>
<td>78%</td>
<td>25%</td>
</tr>
<tr>
<td>Online/Direct channel available inventory</td>
<td>76%</td>
<td>48%</td>
</tr>
<tr>
<td>Inbound to store inventory or orders</td>
<td>65%</td>
<td>36%</td>
</tr>
<tr>
<td>Inbound to DC inventory or orders</td>
<td>63%</td>
<td>45%</td>
</tr>
<tr>
<td>Visibility into vendor dropship inventory</td>
<td>45%</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Types of Supply Chain Visibility

**"A Lot of Visibility"**

<table>
<thead>
<tr>
<th></th>
<th>Winners</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store inventory levels</td>
<td>71%</td>
<td>46%</td>
</tr>
<tr>
<td>DC available inventory</td>
<td>71%</td>
<td>76%</td>
</tr>
<tr>
<td>Online/Direct channel available inventory</td>
<td>64%</td>
<td>38%</td>
</tr>
<tr>
<td>System-wide inventory visibility</td>
<td>50%</td>
<td>42%</td>
</tr>
<tr>
<td>Inbound to DC inventory or orders</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>Inbound to store inventory or orders</td>
<td>36%</td>
<td>48%</td>
</tr>
<tr>
<td>Store on-shelf inventory levels</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>Visibility into vendor dropship inventory</td>
<td>12%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: RSR Research, December 2013
Owning Up

Top 3 SCE Organizational Inhibitors

<table>
<thead>
<tr>
<th>Inhibitor</th>
<th>Winners</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our supply chain is not designed to support multi-channel fulfillment</td>
<td>75%</td>
<td>56%</td>
</tr>
<tr>
<td>Lack of coordination between supply chain, merchandising, and marketing</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td>We don't have the right metrics or incentives to measure cross-channel supply chain efficiencies</td>
<td>38%</td>
<td>48%</td>
</tr>
<tr>
<td>Lack of confidence in inventory accuracy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>We don't have the right metrics or incentives to drive supply chain efficiencies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perpetual inventory rarely matches actual inventory levels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lack of active top-level support for a cross-channel strategy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing's increasing influence internally is driving unintended supply chain consequences</td>
<td></td>
<td></td>
</tr>
<tr>
<td>We have set safety levels on inventory available to promise to customers across channels too high</td>
<td>13%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: RSR Research, December 2013
## Winners’ Hand

### Overcoming Inhibitors - Top 3

<table>
<thead>
<tr>
<th>Issue</th>
<th>Winners</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Re-aligning the company’s organizational structure to be less channel-specific</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>Business analytics capabilities that help us measure the supply chain impacts of cross-channel activity</td>
<td>50%</td>
<td>21%</td>
</tr>
<tr>
<td>Re-aligning incentives to recognize cross-channel activity</td>
<td>44%</td>
<td>36%</td>
</tr>
<tr>
<td>Analytics capabilities that help us respond more quickly to real-time conditions</td>
<td>38%</td>
<td>25%</td>
</tr>
<tr>
<td>Business analytics capabilities that help us to measure the effect of supply chain activity</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
<td>A well-defined business case and ROI calculation</td>
<td>31%</td>
<td>36%</td>
</tr>
<tr>
<td>The company needs to understand that there is no ROI involved - this is a critical strategic initiative</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Eliminating multiple channel-specific platforms around customer order and fulfillment</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>More top-level involvement in cross-channel strategy</td>
<td>13%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: RSR Research, December 2013
## More Cooks

### Supply Chain Execution Strategy Influencers

<table>
<thead>
<tr>
<th>Role</th>
<th>Current Influence</th>
<th>Needs More Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td>VP of Supply Chain</td>
<td>53%</td>
<td>60%</td>
</tr>
<tr>
<td>CEO</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>COO/Store Operations</td>
<td>35%</td>
<td>58%</td>
</tr>
<tr>
<td>CIO</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>eCommerce/Direct Channel Operations</td>
<td>19%</td>
<td>42%</td>
</tr>
<tr>
<td>VP Merchandising</td>
<td>19%</td>
<td>31%</td>
</tr>
<tr>
<td>VP Marketing</td>
<td>14%</td>
<td>19%</td>
</tr>
<tr>
<td>CFO</td>
<td>19%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: RSR Research, December 2013
Still A Lot of Gaps

Technology Investments: Value vs. Use

- **Real-time updates to inventory from transactional systems**: 77% of respondents find this valuable, while 36% have implemented or are rolling it out.
- **Enterprise-wide inventory visibility**: 72% find it valuable, with 43% implemented.
- **Cross-channel specific supply chain analytics**: 67% find it valuable, with 15% implemented.
- **Distributed order management/customer order management**: 66% find it valuable, with 36% implemented.
- **Store perpetual inventory management**: 64% find it valuable, with 31% implemented.
- **Sourcing algorithms for locating the optimal inventory for customer order fulfillment**: 59% find it valuable, with 17% implemented.
- **System-based methods of capturing missed sales opportunities due to local out of stocks**: 49% find it valuable, with 14% implemented.
- **Parcel shipping management systems to identify real-time customer shipping costs**: 46% find it valuable, with 17% implemented.
- **Employee-facing mobile devices for assisted selling and order capture and fulfillment in stores**: 36% find it valuable, with 23% implemented.
- **Supplier drop-ship management system**: 35% find it valuable, with 23% implemented.
- **Item-level RFID**: 28% find it valuable, with 6% implemented.

Source: RSR Research, December 2013
Thank You!

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Inventory and Order Management: Streamlining for Supply Chain Success
What are we trying to do?

• Get the customer to purchase our product.

• Get the customer to be happy with the purchase.

• Get the customer to purchase again.
Multi channel enables the customer
Problems

- How is the inventory split/managed?
  - Based off of a forecast?
  - Free for all?
  - Multiple buckets? Allocation? Both?

- Inventory timing
  - Right place at the right time.
  - Customer preferences – guessing game
What you need

- Live data
- Company Rules
- Automation
- Communication
- Inventory Protection – as needed
  - Allocation.
  - Can limit visibility per channel.
  - Rule breakers get “The Limiter.”
Making it all possible

- **Live** inventory visibility in NetSuite
  - At Retail.
  - Available for web.
  - QTY available for stores.
  - Answers the question: when will more arrive?
- Help customer find product
  - Transparency company wide.
- Allocation/committing product
  - No stealing.
Making it all possible 2

• At once reporting in NetSuite
  – Easy for anyone to run.
  – Customize for any channel.
• Company rules
• Automation
  – Reports, inventory transfers.
• **Customization**
  – build what you need.
Multi channel

• Have a starting point
  – Forecast.
• Sharing is caring
  – Don’t favor one channel.
• Rules = expectations
• Make sure your inventory is correct
• Review and learn
  – Iterate season to season.
Inventory and Order Management: Streamlining for Supply Chain Success

Andy Lloyd
NetSuite
GM of Commerce Products
Achieving Customer Commerce

- **Innovative** Experiences
- **360°** Customer View
- **Intelligent** Order Orchestration
- **Unlimited** Expansion
- **Single** Platform
Innovative Experiences

SUITECOMMERCE

- Responsive design starter store
- Future-proof, services oriented architecture
- B2C caliber experience for every shopper
- Interactive features: Faceted search, multi-view, zoom, reviews
360° Customer View

A business system designed around the customer

**NETSUITE CRM**

- True omnichannel customer view
- Single version of the truth for pricing, promotions
- Integrated customer service
- Extensible and scalable
- Accurate picture of your customer

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Intelligent Order Orchestration

Centrally manage orders from multiple channels

Inventory optimization with real-time, enterprise-wide inventory visibility

- Extend inventory visibility to customers
- Connect global supply and distribution chains

NETSUITE OMS

- Unlimited number of inventory locations
- Customizable order routing rules
- Native integration between ecommerce/in store order data
- Integration with purchasing to support ATP, avoid out-of-stocks
- Continuity and subscription orders

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Unlimited Expansion

Ecommerce unlocks global opportunity

MULTISITE & INTERNATIONAL

- Native support for multi-language, multi-currency, multi-tax
- Virtually unlimited subsidiary reporting
- Native translation of back-office UI
- Native multi-site capability speeds deployment
- B2C & B2B on same platform
Single Platform

Avoid maintaining separate systems

NETSUITE
- A product designed for companies, not departments
- No ongoing integration costs
- Guarantee of seamless upgrades
- True enterprise-wide data visibility
- Unification of supply chain and customer demand
Customer Commerce Omnichannel Solution

SUITECOMMERCE PLATFORM

ECOMMERCE
- Promotions
- Product Content Management
- Inventory

POINT OF SALE
- Order Management
- Merchandising
- CRM
- Fulfillment

REPORTING & ANALYTICS

FINANCIALS

MANUFACTURERS

SUPPLIERS

MARKETPLACE  CATALOG  WEB STORE  MOBILE  IN STORE  SALES REP  CALL CENTER

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