



Customer-First Order Life Cycle Management

Putting the customer first
through omni-channel retail's
greatest challenge

▸ An Aptos White Paper

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Engaging Customers Differently.

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It's Time We Accept the Fact that Keeping Up with the Customer is a Never Ending Journey

While e-Commerce has been around for over twenty years, complex omni-channel fulfillment as we now know it, including real-time enterprise inventory, same-day shipping, and numerous fulfillment options that include the store, is a relatively recent phenomenon, even for the largest brands in retail:

- Target only began offering buy online pickup in store in 2013, and they just started shipping from stores in 2015.
- Macy's, often thought of as an omni-channel pioneer, only began shipping from their stores in 2012 and just began offering in-store pickup in 2013.
- Office Depot, despite being one of the retailers that was forced early to react to direct pressure from competing offers from Amazon.com, only began offering in-store pickup in 2012.
- Home Depot only launched in-store pickup in 2012, and didn't offer same-day delivery (and even then only to certain zip codes) until 2014.

Despite the relatively slow roll out of features and options, already, in just a few short years, as an industry we have come to learn a time-tested order management truth: keeping up with ever-expanding customer expectations for visibility, flexibility, speed and price is *really* hard.

Part of why things are so challenging is the speed at which shopper expectations are rapidly escalating. While we have certainly seen hopper expectations expand before, we've never seen them expand at the pace they have in the past few years. **In less than a decade, customers have evolved from relatively satisfied online shoppers with little appreciation for connected experiences to a population of omni-channel juggernauts, effortlessly shifting across channels and touchpoints,** expecting retailers to offer personalized, informed and empowered experiences complimented by virtually limitless fulfillment flexibility.

At Aptos, we understand that keeping pace is really, really hard. We understand that retailers have zero room for disappointment at any of the countless steps of today's complex, winding, shifting shopping journeys. We are committed to bringing solutions to market that help retailers expand their offers and make commitments to satisfy increasingly demanding shoppers, and—equally importantly—to help our retailers *keep* those promises.

Our philosophy is simple: Every investment we make in our order management platform must answer the same question our clients ask themselves every single day: Will this investment help meet shopper expectations?

Our philosophy is unique: Most major order management solution providers make inventory optimization the focus of their investments. While there is certainly value in that approach, and to be sure, inventory optimization is an important aspect of our solution, too, we chose a different path when developing our enterprise order management solution. We chose to put the customer first in everything we do. Because we believe that an inventory-centric approach is misaligned with the overarching principle that has guided successful retailers since Harry Selfridge reinvented retail over 100 years ago: the customer is always right.

In this paper, we will make the case as to why customer-first OMS is a superior approach to keeping pace with rapidly shifting shopper expectations:

- We will introduce research that describes just how difficult it is to keep pace with the consumer.
- We will share the findings from benchmark research we sponsored to specifically understand where retailers are struggling and where they are succeeding throughout the order management lifecycle.
- We will explore the clear and specific correlation between effective customer-centric order management processes and successful business performance.
- We will compare and contrast our customer-first order management philosophy and platform to supply chain-first order management solutions, and we will highlight what the differences mean to your ability to stay relevant to your customers throughout the entire shopping journey.

Keeping Pace with Shifting Shopper Expectations is More Difficult than Ever

To many retailers, the long list of fulfillment variations most customers expect must feel endless. Buy online, pick up in store is really just the beginning, and as shoppers become more connected and creative, the number—and variety—of options they expect continues to increase.

So, what exactly do shoppers today expect? A summary of recent research helps paint a picture of the comprehensive expectations that consumers bring with them to every shopping journey:

Seamless Channels

The research (as well as personal experience) tells us that as shopping journeys continue to evolve, expectations and requirements increase. Shoppers expect to move seamlessly through channels, never noticing a shift in the way they engage with the brand, and they are unsatisfied with the current state of retail. A recent survey by Accenture found that “U.S. retailers are struggling to deliver a ‘seamless retail’ experience to customers who say their expectations are not being met.”¹

Quick Shipping

Amazon Prime appears to have set the bar for both cheap and flexible shipping options: 80% of shoppers say they desire a same-day delivery option. However, while customers may say they expect same-day speed, they don’t really want to pay for it. In fact, **only 31% of recently surveyed shoppers indicated that they are willing to pay a premium to receive an item within 1-3 hours.**²

An Integrated Store

Despite long-standing forecasts of the demise of the store, the store’s appeal continues to climb, and has become an essential part of most shoppers’ journeys. More than three fourths of shoppers (82%) desire the option to buy online and pick up in store³ and nearly half—43%—prefer it. Even more intimidating, **almost one third (29%) of shoppers refuse to buy from retailers unable to offer in-store pickup.**⁴

Product Visibility

More and more shoppers have come to rely upon in-store inventory visibility when shopping online. Almost half of shoppers in a recent survey indicated the ability to check product availability online prior to going to the store is the feature that would most improve omni-channel shopping.⁵

Shoppers also want out of stock items to be available to them quickly and easily. **It comes as no surprise, then, fully one fourth—27%—expect (not desire, but expect) to be able to easily order out-of-stock items from other stores.**⁶

Pickup Options

But don't be fooled: stores aren't the only desired pickup locations, particularly for city dwellers: 54% of shoppers are also interested in alternative pickup locations that are open extended hours. And they have no shortage of desired location options.

Shoppers want to be able to send items to:

- ▶ Friends or family
- ▶ Carrier's locations
- ▶ Alternate retailers
- ▶ Neighborhood lockers⁷

Free Shipping

Unfortunately, free shipping is not going away any time soon, either, nor will the margin challenges free shipping provokes.

The good news? The vast majority—85%—of shoppers are willing to increase their order size to qualify for free shipping, and 90% of shoppers identified free shipping as their #1 incentive to shop online more often.⁹

Not Surprisingly, Retailers are Struggling to Keep Pace with Customer Expectations

As an industry, we've struggled to adapt to the pace at which expectations are expanding.

Despite making significant investments—billions of dollars of investments—to offer new fulfillment options and services, barely half of consumers (52%) indicate that the fulfillment options available to them today meet their expectations.

While there are certainly many reasons for our inability to keep pace with shopper expectations, most experts agree that one primary cause for poor performance is generally slow recognition of the importance of integrated, customer-centric order management technology.

Despite the rapid expansion of expectations on the past five years, the vast majority of retailers have only recently come to realize the critical role that order management technology plays in their ability to fulfill omni-channel expectations, and fewer still have truly integrated their OMS technology with their POS and CRM platforms in order to thoroughly connect the customer to the store, to the order and to fulfillment operations.

To better understand the state of order management adoption, the profitability of omni-channel order lifecycle management, and the relationship between OMS technology and omni-channel success, Aptos commissioned a comprehensive benchmark study from Retail Systems Research.

The research investigated retailers' challenges, their current capabilities, the profitability of their operations, the maturity of those operations and the role technology plays in their process. The research clearly showed that retailers are struggling to find solid footing. The surveyed retailers reported a plethora of challenges, particularly where customer expectations are concerned:

- ▶ Unpredictable consumer demand: 43%
- ▶ Need for greater fulfillment speed: 41%
- ▶ Shoppers' desire for free shipping: 38%
- ▶ Rising volume of cross-channel returns: 38%¹¹

As expected, the research also uncovered several findings that highlight the struggles retailers face when attempting to overcome these challenges:

- ▶ Only 54% of retailers said they had fully implemented tracking when fulfillment happens in a different location than demand.
- ▶ Just 52% provide internal inventory visibility across sales channels.
- ▶ Barely half (51%) offered online shoppers visibility to in-store inventory.
- ▶ Somewhat shockingly, only 48% of retailers track customer satisfaction with store fulfillment processes.
- ▶ Most surprisingly, only 48% had the ability to take, edit or view orders across multiple channels.

For the vast majority of retailers, full omni-channel maturity remains elusive. Only 43% of retailers rated their omni channel experiences as even "barely competent."¹² **These struggles immediately beg several questions, including the question among the most important to every successful CEO: How many shopping journeys, in the midst of all these barely competent experiences, end in disappointment?**

How much risk are retailers willing to take with shopper loyalty?

Shopper intolerance of even mild disappointment has been well documented in the past few years, and mediocre experiences definitely put customers' loyalties in play, which makes the next research finding so surprising to us. Despite all the evidence of shopper intolerance and C-Suite focus on customer experiences, when the analysts at RSR dug deeper and asked how they would rate the maturity of their omni-channel operations, the results were truly disconcerting:

- 12% indicate that their omni-channel operations are differentiating
- 40% indicate that their omni-channel operations are performing
- 27% indicate that their omni-channel operations are competent
- 9% indicate that their omni-channel operations are inefficient
- 7% indicate that their omni-channel operations are inconsistent¹³

Only 12% of respondents feel that their omni-channel experiences are “differentiating” while over 40% are struggling to achieve mere competency.

Reports that customers are unhappy and shopping satisfaction is slipping, then, should come as no surprise. **As an industry, customers are giving the retail industry’s shopping experience a C grade overall, scoring just 74.8 (out of a possible 100), according to the 2015 American Customer Satisfaction Index survey of 70,000 holiday shoppers.**¹⁴

The expanding role of the store as a fulfillment option in so many shopping journeys also adds to the challenge of keeping the customer first. Operational challenges abound, and as they require people and processes that are neither hired nor optimized for fulfillment operations, these options are typically among the highest risk options. Table 1 below identifies the challenges and opportunities inherent in each store fulfillment option:

Fulfillment Type	Complexities & Key Considerations	Impact on Store Operations	Optimal Time for Store to Perform This Task	How are Industry Leaders Succeeding?	The Aptos Customer-First OMS Advantage
Buy Online Pickup In Store	<ul style="list-style-type: none"> • Shopper traffic patterns • Maintaining Inventory Levels (Safety Stock & Presentation) • Allocation of In-store Inventory • Enterprise Inventory and Order Visibility • Store Allocation based on an Omni-Channel forecast • Space Utilization 	High	<ul style="list-style-type: none"> • When store is not busy, however, customer deadlines require ongoing pick/pack/ship operations 	<ul style="list-style-type: none"> • Relentless connectivity between channels • Instant visibility to all-channel order activity & inventory positions • Order “gatekeepers” to limit overpromising and/or unacceptably depleting store stock levels • Task management tools manage Pick/Pack/Ship and balance between servicing customer and servicing store ops • Advanced assortment & allocation processes optimize local inventory based on fulfillment demand to minimize handling • Tight POS/OMS integration to allow for order changes while in store • Task management tools assign and prioritize tasks to ensure store inventory is immediately reserved once ordered 	<ul style="list-style-type: none"> • Real-time integration between Digital Commerce/OMS/POS • Real-time inventory fuels Available to Promise to protect store stock levels • Order Broker manages order volume according to demand and store capacity • In-store visibility to all orders via prioritized worklists • Carrier integration and best rate shipping calculations • Options for constant customer communication at any stage of order life cycle • Options to add to transaction once in store for pickup • Service Provider integration
By Online/Ship From Store	<ul style="list-style-type: none"> • Shopper traffic pattern • Inventories (Safety Stock & Presentation) • Labor & Space requirements for Pick, Pack & Ship Operations • Enterprise Inventory and Order Visibility • Service Provider Service Levels & PU&D Times • Inventory Flow Constraints 	Very High	<ul style="list-style-type: none"> • Typically, most of these orders can be batched and shipped late in the day, however, customer demands may require ongoing pick/pack/ship operations • Coordinated with store receipt of inventory to enable cross-dock like efficiency 		
Buy Online/Ship To Store	<ul style="list-style-type: none"> • Inventory flow constraints • Store allocations based on an Omni-channel forecast • Space utilization for Staging & Pickup flow 	Low	N/A		
Same-Day Delivery	<ul style="list-style-type: none"> • Shopper Traffic patterns • Maintaining Inventory Levels (Presentation) • In-store order visibility • Pick, Pack & Stage for pickup • Courier Connectivity, PU&D Times 	Very High	<ul style="list-style-type: none"> • Customer demands will require ongoing pick/pack/ship operations 		
Endless Aisle	<ul style="list-style-type: none"> • Safety stock levels • Presentation stock • In store order visibility • Carrier pick-up times • Pick Pack & Ship • Outbound flow constraints. 	Very High	<ul style="list-style-type: none"> • When store is not busy, however, customer deadlines may require limited ongoing pick/pack/ship operations • Typically, most of these orders can be batched and shipped late in the day • Coordinated with store receipt of inventory to enable cross-dock like efficiency 		

Table 1: The Inherent Complexities and Operational Challenges of Store Fulfillment Options

Clearly, fulfilling omni-channel customer expectations is—or should be—priority number one for most retailers.

Moving Beyond the Status Quo by Moving Beyond Supply Chain-Centric Order Management

So exactly how do we go about fulfilling customer expectations throughout the order lifecycle? Certainly there are no easy answers. The challenges are numerous, complex and dynamic. However, at Aptos, we believe that the first step to successfully keeping pace with customer expectations requires embracing a new way of thinking about order management.

As the large body of evidence indicates, traditional approaches to order management that focus on optimizing supply chain efficiency and inventory productivity are clearly falling short with shoppers: despite significant investments in supply-centric OMS processes, shoppers still crave—if not demand—more flexibility, more choices, more visibility, greater speed, and lower costs. Study after study remind us that satisfaction with the retail experience keeps slipping while expectations go unmet and limited choices leave customers uninspired.

It seems clear that putting profits ahead of experiences has not won enough shoppers, and that a course correction is now required for any organization hoping to remain agile enough to keep pace with shifting customer demands.

Our vision for omni-channel Enterprise Order Management centers on an entirely new approach.

We believe that sustainable success can only be achieved through order management processes that anticipate, adapt and align to shifting customer expectations, rather than *supply-centric* processes that anticipate and align network inventory resources in order to optimize efficiency.

We believe that our Singular Commerce platform uniquely positions us to help our retail clients put the customer first. Our platform holistically connects our order management solution to our point of sale and customer relationship management solutions to create interconnected experiences that empower shoppers with personalized and integrated choices that are rich with the flexibility they desire. Consequently, our interconnected and integrated platform gives our retail clients every possible chance of converting and keeping more customers.

By contrast, most order management solutions available today are decidedly supply-chain centric. Rather than helping retailers implement processes that align with the customer, these solutions prioritize supply chain challenges and opportunities. Make no mistake, however; focusing on inventory productivity is not in and of itself a bad thing. Efficiency is almost always good. However, by definition, supply-chain centric solutions force customer needs to take a back seat to inventory concerns. Product roadmaps and development priorities typically center on optimizing inventory productivity and minimizing handling costs.

Customer needs are more often resolved as a byproduct of this approach, rather than making the customer the driving force behind every strategic decision.

It is clear that two of the largest order management solutions on the market today are unabashedly supply chain-centric solutions. A brief review of the product positioning by both IBM and Manhattan Associates directly from their web sites paints a very clear picture of their approaches to order management:

Vendor: Manhattan Associates

Solution: Distributed Order Management

Tagline: *Orchestrate the Flow of Orders from Anywhere in Your Network*

Highlighted Benefits:

- *Orchestrate complex merge-in-transit fulfillment flows*
- *Manage retail/replenishment order fulfillment through purpose-built strategies*
- *Manage multiple fulfillment constraints such as fulfillment outages, capacity constraints and inventory protection*
- *Enable vendor drop-ship order fulfillment*
- *Predict and manage inventory shortages¹⁵*

Vendor: IBM

Solution: Sterling Order Management

Tagline: *Cross-channel Order Orchestration Platform for Today's Dynamic Supply Networks*

Highlighted Benefits:

- *Order orchestration through a centralized inventory, order promising and fulfillment hub*
- *Make better decisions about how to promise and fulfill customer orders, resulting in improved profitability*
- *A single view of supply and demand across channels to provide improved inventory utilization*
- *Coordinated, customized fulfillment execution to support selling channels and internal and external supplies¹⁶*

While the positioning for both solutions includes messages that are, without question, important to *retailers* (e.g. “improved inventory utilization” and “customized fulfillment execution”) they make very little mention of the needs of *shoppers*. **When supply-chain issues are given top priority over customer experiences (and hence most attention and investment is focused on optimizing the flow of orders throughout a network), fulfilling shopper expectations will necessarily be left behind.**

It is Time for Order Management to Evolve

We believe that the sun is rapidly setting on the philosophy that mandates that customer experience optimization should take a back seat to *anything*, and certainly not supply-chain optimization.

Most leading research firms agree with our premise.

Sahir Anand of EKN was very pointed in his call for unified order management as the centerpiece of a customer experience strategy:

“Retailers must focus their business transformation efforts and limited IT budgets on strengthening operational capabilities which in turn would have a great impact on their customer experience strategy. Some of the must-dos include point-to-point fulfillment, inventory visibility and unified order management.”¹⁷

The most recent Forrester Wave™ on omni-channel order management clearly articulates how the role of order management has changed:

“The role of order management systems has pivoted significantly: Rather than simply shuttling orders to legacy technology such as warehouse management systems and enterprise resource planning systems...order management systems now must orchestrate scenarios that allow customers to receive items more quickly and wherever they choose.”¹⁸

Gartner’s most recent Market Guide for Retail Distributed Order Management Systems also discusses the need for customer-centric solutions, and they do so in extremely plain language:

“As retailers continue expanding consumer shopping options, fulfilling customer orders is becoming more complex...[and] the consumer-facing aspect of orders presents new challenges to...[solution providers] that have more of a B2B order capture and fulfillment model.”¹⁹

Finally, retailers, too, are beginning to recognize and invest in this paradigm shift. **More and more retailers now recognize that staying competitive means putting the needs of the customer first,** according to the 2016 Retail Systems Research Profitable Customer Engagement survey, sponsored by Aptos:

When asked about the primary objectives for their cross channel strategies, the top two priorities, by far, for both retail “winners” and all others, were customer-centric priorities: saving the sale and offering options and prices that will keep shoppers away from the competition (69% and 67%, respectively). Supply-chain centric priorities like inventory productivity, high margins and even out of stocks are much further down the priority list.²⁰

The study also identified a correlation between order management effectiveness and winning performance. Sixty-three percent of retail winners consider their cross-channel fulfillment operations to be very profitable, as compared to only 17% of all other respondents. Additionally, there is a wide discrepancy between winners and all others when asked which omni-channel order management processes are fully implemented:

	Winners	All Others
In-store visibility to consumers’ online shopping	74%	24%
Internal inventory visibility across all channels	74%	28%
Tracking in-store fulfillment costs	71%	24%
Ability to take/edit/view orders across channels	65%	24%
Tracking customer satisfaction with store fulfillment	59%	34%

Given that every one of the processes investigated above is directly related to the quality of the customer experience, **it seems fair to infer that successful execution of customer-centric order management processes has a direct impact on retail performance.** The RSR study’s authors took the relationship between winning performance and customer-centric order management processes one step further:

“Retailer Winners tend to drive the priority behind unpredictable consumer demand, rising volumes of consumer returns, and consumer expectations for fast shipping...[and] when comparing Retail Winners’ top priorities to their peers, it becomes clear that these Winning retailers have firmly kept their focus on consumers and not competitors...Winners stay fixated on issues defined by consumers, rather than competitors.”²¹

The authors of the aforementioned 2016 Forrester Wave also had strong feelings about the connection between customer-centric order management and future success:

“As omni-channel fulfillment offerings—such as ship-from-store and BOPIS—evolve and become more operationally demanding, vendors must tackle the challenge of continually innovating fast enough to keep up with their clients’ changing needs. In addition to managing order fulfillment, the omni channel OMS is the central repository for order information for all touchpoints, including eCommerce, point of sale (POS), and field sales staff.”²²

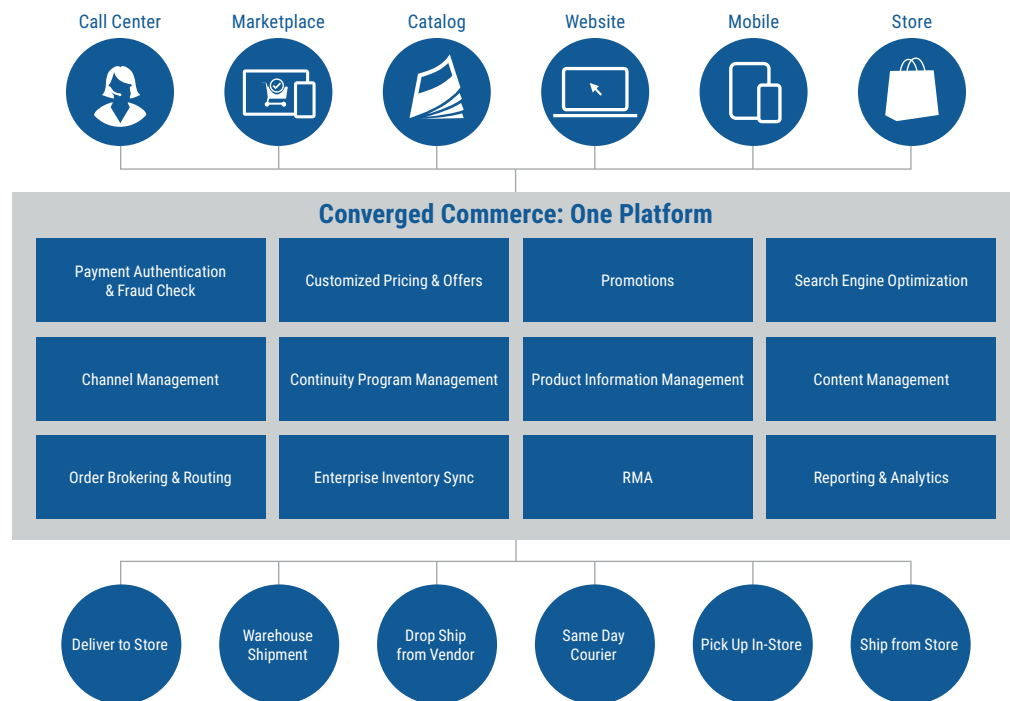
The evidence is clear: It is time to move beyond a singular focus on the supply chain and logistics, because without the customer, the supply chain becomes irrelevant.

Aptos Order Management: Putting the Customer First

From day one, the founders of ShopVisible, who first brought what eventually became the Aptos Enterprise Order Management solution to market, understood the critical importance of creating an order management platform that empowers retailers with the agility required to anticipate, align and (quickly) adapt to ever-shifting customer expectations.

So they established a single commerce platform, built from the ground up to ensure that digital commerce, content management, product information management, and all things order management are completely and relentlessly connected. Because of this visionary decision, the platform is, by definition, inherently customer-centric.

All applications are completely interdependent, and changes in one application directly impact all others, and all development processes must therefore account for and optimize every change throughout the platform.



Any changes or enhancements made to the transaction management applications to account for shifting customer expectations are immediately and inherently accounted for throughout the entire platform. And the same holds true for any changes made to the order management application: These changes are inherently accounted for in all transaction management applications across the platform.

Our corporate position, “Engaging Customers Differently” reflects our commitment to—and unparalleled ability to—put the customer front and center, and **our guiding philosophy is simple: One integrated platform ensures that the entire enterprise is armed with a single view of every order to work seamlessly together to put the customer first.**

The Enterprise Order Management solution page on Aptos.com, in stark contrast to the web pages of IBM/Sterling and Manhattan, clearly states our position on the role of customer-centric order management in the enterprise:

“Ever-increasing consumer expectations for order delivery/pick-up flexibility, options and speed make it more important than ever to have an arsenal of order management tools capable of effectively managing high volumes of orders across multiple channels and locations.”²³

So, then, how does our order management philosophy translate into giving our clients the ability to meet shopper expectations?

In addition to being a holistic part of our digital commerce solution, Aptos Enterprise Order Management connects all in-store and digital touch points, including complete integration with Aptos POS and Aptos CRM, ensuring a unified and integrated view of the customer, the online/offline intersection of commerce, order brokering, order management, order fulfillment, logistics, analytics and everything in between:

- Our Singular Commerce platform connects our order management solution and our CRM solution to empower every channel with personalized options, preferences and offers that are unique to each shopper and differentiating for the retailer.
- Our Singular Commerce platform instantly connects every order to every store to ensure seamless integration and execution of every order that in any way touches the store, be it pick up in store, ship from store, ship to store or return in store.
- Our Singular Commerce platform delivers real-time order brokering logic that is integrated to our inventory, warehousing and merchandising solutions that connect shopping cart options to critical measures that drive retailers’ abilities to keep their promises: Available to Promise, Capable to Promise and Profitable to Promise.
- Real-time inventory visibility from across the enterprise, combined with powerful order brokering and sourcing logic, ensures that every order meet each customer’s expectations in the most profitable manner. Every order is monitored and tracked throughout the lifecycle, and exception alerts ensure that orders are fulfilled on time with minimal disruption or disappointment.

Our mission: Delivering informative, personalized, responsive, empowering and reliable capabilities throughout the order management lifecycle. Our passion: Making it easy for retailers to say “Yes” to more customers, more often:

Informative: *Data that Drives Shopper Decisions*

Knowledge is power and informed shoppers typically turn into happy customers. The trick is to give them the information they need when and where they need it in order to make purchase decisions, and to answer every inquiry with confidence:

Is my size in stock in my local store?

Yes, we can show you that.

What are the fastest delivery options?

Yes, we can show you that.

What are the cheapest delivery options?

Yes, we can show you that.

Can I pick up my order in store in 15 minutes?

Yes, we can show you that.

Personalized: *Relevant, Timely and Unique to Each Shopper*

Shoppers today have too many choices. By helping them narrow the list with personalized options and offers, and by making their journeys efficient by remembering their history and choices, retailers can bring those shoppers back time and time again:

Does my loyalty status entitle me to free shipping?

Yes, it does.

Is it possible to set up an automatic monthly re-order based on my purchase history?

Yes, it is.

Is my profile data shared across channels to minimize order entry time?

Yes, it is.

Will store associates have access to my order history?

Yes, they will.

Responsive: *Adapting to the Shifting Needs of Every Customer*

Customers are impulsive, unpredictable and impatient. Keeping them happy means having the ability to give them the answers they desire as expectations shift:

A different size from another store today?

Yes, we can do that.

Split the order between home and work?

Yes, we can do that.

Ship the order to the store to save shipping?

Yes, we can do that.

Promise an item from a PO to save a sale?

Yes, we can do that.

Empowering: *Shopping on the Customer's Terms*

Consumers expect flexibility and options throughout the shopping journey. Those who empower shoppers with maximum choice have the best shot at earning maximum wallet share:

Start an order online and complete it in store?

Yes, you can do that.

Ship one order to three shipping locations?

Yes, you can do that.

Ship part of an order overnight, part ground?

Yes, you can do that.

Order online, pickup in store, return to data center?

Yes, you can do that.

Reliable: *Consistently Keeping Promises*

Customers have little patience, and they have even less tolerance for disappointment, especially once their order is placed and money is collected. Keeping them coming back requires flawless execution and relentless communication:

Will my order be ready when I get to the store?

Yes, you can count on it.

Will my order arrive in time for mom's birthday?

Yes, you can count on it.

Will you have a record of my order no matter where I return it?

Yes, you can count on it.

Will store associates be able to answer my order questions when I arrive for pickup?

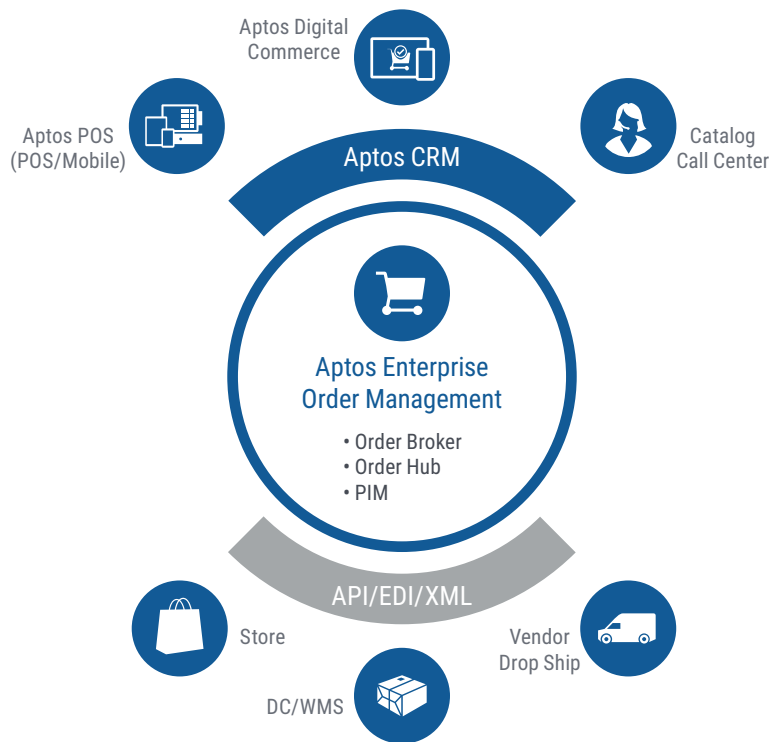
Yes, you can count on it.

Without question, ever-increasing consumer expectations for order delivery and pickup flexibility, options and speed make it more important than ever to have an integrated arsenal of order management tools capable of managing high volumes of orders across multiple channels and locations.

With our customer-first Enterprise Order Management platform, retailers can tap into the power of a single, integrated view of the customer, inventory and the order to profitably manage every order throughout its entire lifecycle to ensure customer expectations are consistently met.

A Centralized Commerce Hub

No matter the retail channel, Aptos Order Management serves as a central commerce hub to ensure efficient, profitable and on time execution of every order through every fulfillment option.



Aptos Enterprise Order Management spans all in-store and digital touch points, including complete integration with Aptos POS and Aptos CRM, for a unified view of the online/offline intersection of commerce, order brokering, order management, order fulfillment, logistics and analytics and everything in between.

Aptos Enterprise Order Management truly does put the customer first, which we leads to relationships that last.

Contact us to learn how Aptos can help your organization deliver seamless experiences that put your customer first.

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About Aptos

Aptos: Engaging Customers Differently

In an era of virtually limitless choice, sustained competitive advantage only comes to retailers who engage customers differently—by truly understanding who they are, what they want and why they buy. At Aptos, we too, believe that engaging customers differently is critical to our success. We are committed to a deep understanding of each of our clients, to fulfilling their needs with the retail industry's most comprehensive omni-channel solutions, and to fostering long-term relationships built on tangible value and trust. More than 500 retail brands rely upon our Singular Commerce platform to deliver every shopper a personalized, empowered and seamless experience... no matter when, where or how they shop.

Learn More

Aptos maintains offices in Atlanta GA, Columbus OH, Monterrey MX, Montreal QC, and Newburgh NY. More information on Aptos is available at: info@aptos.com and www.aptos.com.

