

A person wearing a red shirt is holding a smartphone, likely scanning a QR code. The background is a blurred retail environment. A semi-transparent dark blue box is overlaid on the image, containing text.

Retail


**Streamline Sales Order Processing to
Deliver a Total Experience**

DATASTREAM

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As we continue in 2023, the economic outlook continues to look rocky over the next year. Retailers have been hit hard these past few years by the disruption caused by the Covid-19 pandemic and subsequent supply chain issues. Rising inflation pressures still abound, impacting the consumer directly. But their expectations haven't dimmed—customers still expect both their shopping and delivery experiences to be seamless. Customers have shown that product availability, quick delivery and total visibility into their orders are important and retailers who can deliver on these will stay ahead of the competition and ensure longevity for their business.

But how do they get there and what are some of the key issues facing retailers in 2023?



Nearly 50% of brands say unifying online and in-store operations and data will be their biggest challenge over the next year.

**Forrester Research
January 2022**

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Inventory Imbalance

After several years of shortages due to the supply chain crisis, many retailers had to overbuy, to not run out of inventory. As a result, they now find themselves in a position where their inventory levels exceed their sales profits. Current inflationary pressures are also adding to this and causing consumers to slow down their spending- as we had previously seen during the holidays. To counteract this issue, retailers offered big discounts to wean down excess inventories.



Disparity Between e-Commerce and POS Systems

A culprit that often contributes to inventory imbalance and overstocking is the lack of real-time integration between e-Commerce and point of sales (POS) systems within retail organizations. POS inventory is often disconnected from e-commerce inventory and these systems are only synced nightly. As a result, retailers do not have a real-time view of what their inventory looks like and customers are left with a poor buying experience. Retailers need a glass pipeline where they can see what inventory they have, where it is, and how long to get it.

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Manual Process Inefficiency / Employee Retention

Another pain point is inefficient end of day processing. If a retailer's credit card process is disconnected from their sales order process, then they will have huge end of day reconciliations to perform. These are often done manually, they can take hours to complete and create a burden on employees. Additionally, retailers also rely on manual entry to update sales and inventory information.

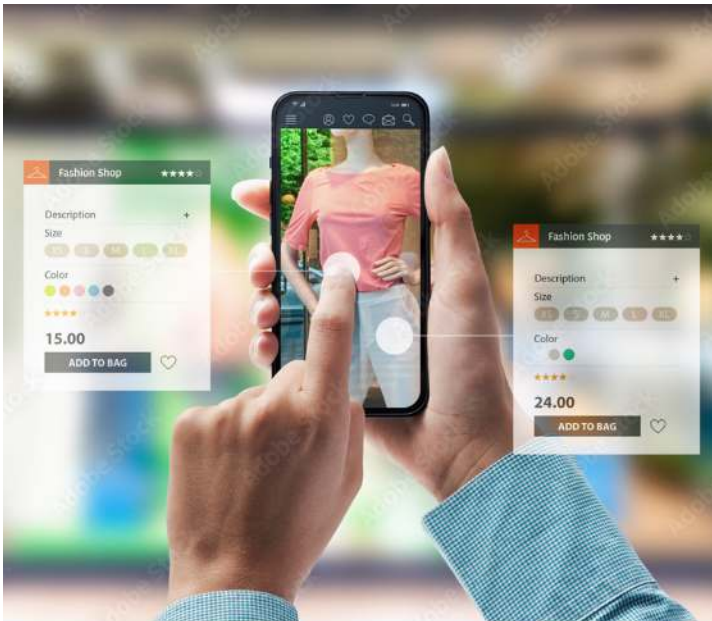


Any time you have people entering in information manually, you will get errors. The cost of inputting the wrong information can cost an organizations millions of dollars.

Adding to this pressure is the fact that retailers are having a hard time retaining employees, especially those in management. [McKinsey](#) reports that "employees in retail and hospitality are quitting their jobs at a higher rate than any other US sector." Alleviating cumbersome manual processes from employees and automating this type of repetitive work is key. Huge advancements in robotic process automation and machine learning have begun to address these challenges and will allow retailers to automate more sale order processes, allowing employees to spend more time with the customers and achieve a better work environment.

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Real-time Pricing Availability and Sales Agility



After everything retailers have been through the past few years, getting “back to normal” may not happen. It has become more evident that retailers must become more agile in order to adapt to market changes at a moment’s notice. Building an agile business model that can react quickly to changing market environments and protect margins is key. Additionally, pricing itself has been very volatile, and being able to analyze pricing in real-time and make adjustments is critical.

In the case of more complex sales scenarios, being able to deliver a quote quickly is critical to winning the business. Being able to do a material search and get customer-specific pricing for a particular order and delivery date in real-time for hundreds of products is a must if you want to compete against the likes of Amazon.

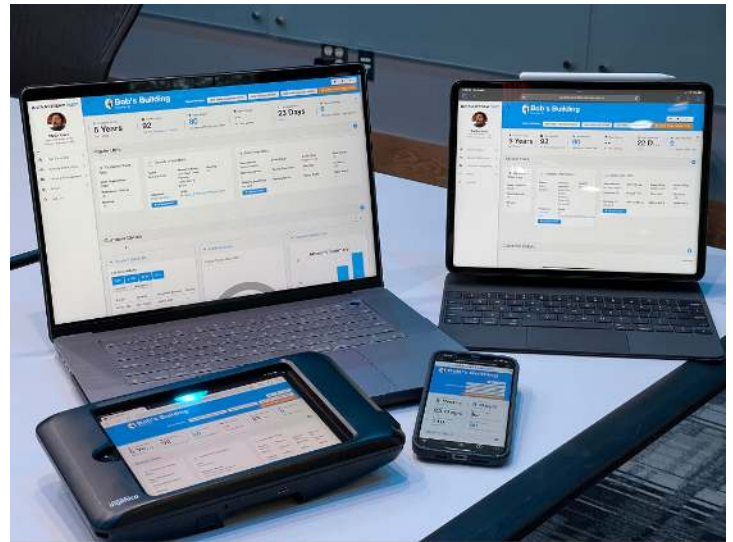
The benefit of moving towards a more unified cross-channel approach for order management is the ability to refocus on the customer. If you want to be successful, you have to be serving your customer, not your system.

Tim Yates, CEO, DataXstream

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One Platform. One Point of Truth.

As daunting as all of these problems are, they can easily be solved by having access to and leveraging one thing – real-time data. Data exists in many locations within an organization and can often be disconnected, or siloed, from one another. Siloed information becomes a problem when organizations need to make critical, data-driven decisions and do not have all of the relevant information.



Incomplete data can result in too much supply being ordered and wasted, increase in material costs, deadline delays – all of which impacts the bottom line and decreases customer relations. Your organization must be able to aggregate data from all of your organization's various systems onto a single location. If your organization is built upon a digital core such as SAP, then aggregating that data into a central platform allows you to have access to real-time data and make faster, more accurate decisions.

DataXstream's OMS+ is the only platform on the market today that directly addresses the challenges that exist in complex business models by streamlining order management and point-of-sale (POS) capabilities directly within SAP.

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By leveraging SAP's database and all SAP processes, users can interact with the most accurate and current order data. With data available in real-time, users will no longer experience lags due to complicated integration and data transfer processes. One single point of truth.

- Enable high-touch retail transactions directly in SAP
- Achieve end-to-end inventory visibility
- 360-degree view of the customer
- Simplify non-stock sourcing
- Manage profit margins instantly

Moving towards a more integrated, unified commerce approach allows retailers to focus more on the customer rather than their system. OMS+ is built around the role of the sales associate and is designed to simplify customer engagement. OMS+ aggregates real-time data from all sales channels onto a single, easy-to-use interface, and allows organizations to interact with the customer in a consistent way – whether before, during, or even after the sale. That consistent streamlined view of the customer is what leads to a better customer experience. Sales process automation is what leads to a better employee experience. The result is a Total Experience that keeps you ahead of your competition.

For more information about OMS+, visit www.dataxstream.com

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