

WHY RETAILERS SHOULD INVEST IN ORDER MANAGEMENT SYSTEMS

What is an Order Management System?

An order management system (OMS) coordinates the functions of back-end systems & customer-facing channels. Powerful order management brings all retail channels together and empowers brands to connect with customers exactly where and when they want to buy—whether click, cart, or curbside.

What type of retailers need an OMS?



High-volume retailers with complex fulfillment



Have multiple fulfillment nodes & a strong supply chain



Selling on multiple channels



Considering an omnichannel retail strategy (BOPIS, BORIS, ship from store, etc.)

Why more retailers are investing in order management solutions

An OMS is no longer viewed as merely a cost center, but a way to drive top-line growth through more timely, cost-effective fulfillment options, and increased customer satisfaction.

Siloed inventory is going the way of the dinosaur

From single channel to multichannel and omnichannel—not leveraging inventory effectively can crush retailers. Therefore, more retailers are looking for ways to optimize cross-channel inventory and provide customers ways to buy (and return) from their channel of choice.

Innovative OMS providers continue to challenge legacy providers that offer ancillary OMS capabilities

Order management is a subject that requires specific expertise. While large technology vendors offer tack-on options for order management in addition to their flagship products (i.e., a storefront or ERP)—more agile solutions with a specific focus provide retailers with flexibility and extensibility to expand their capabilities quickly and cost effectively.

What is the value of having a dedicated OMS?

In addition to the focused expertise and innovation required to help retailers meet their customer expectations, a dedicated, system-agnostic OMS helps retailers:

- **Enable scalability and extensibility** with an API framework and prebuilt integrations. No more worrying about one system change impacting your entire technology.
- **Decrease go-to-market friction and headaches for new functionality**. With a dedicated OMS you can easily modify your commerce strategy, like adding new payment options, channel expansion, digital gift cards, launching store fulfillment, and reconfiguring routing rules.
- **Increase profits and market share** through automation, fulfillment optimization, and customer satisfaction.

Why Deck Commerce?



Unmatched expertise

More than 20 years of ecommerce experience is built into our product and we deploy client-wide feature releases every two weeks.



Comprehensive “native” capabilities

Rather than requiring customization to a single-tenant environment, every feature we build is available to every customer.



Extensible platform

Deck Commerce is both front and back-end system agnostic with 40+ prebuilt integrations—enabling retailers to build a strong, agile foundation.

HELPFUL RESOURCES FOR SELECTING AN OMS

Understand exactly what an OMS offers retailers. [Read more.](#)

Create a shortlist of providers that would be a good fit for your business requirements retail strategy. [Learn how.](#)

Outline commerce and fulfillment requirements. [Download the Commerce & Omnichannel Requirements Checklist.](#)

Research options for order management, and the pros and cons of each approach.

- [Consider these four options.](#)
- [Compare an ERP vs an OMS.](#)
- [Learn about using a storefront as an OMS.](#)

Determine the complexity of your fulfillment operation and get technology recommendations based on your “complexity” score. [Download the Ecommerce Complexity Scorecard.](#)