



**PROMAT**

**2015**

McCormick Place South | Chicago  
March 23-26, 2015  
[promatshow.com](http://promatshow.com)

***Developing Order  
Fulfillment  
Strategies Around  
Omni-Channel  
Operations***

Sponsored by:



Presented by:  
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## What is Omni-channel?

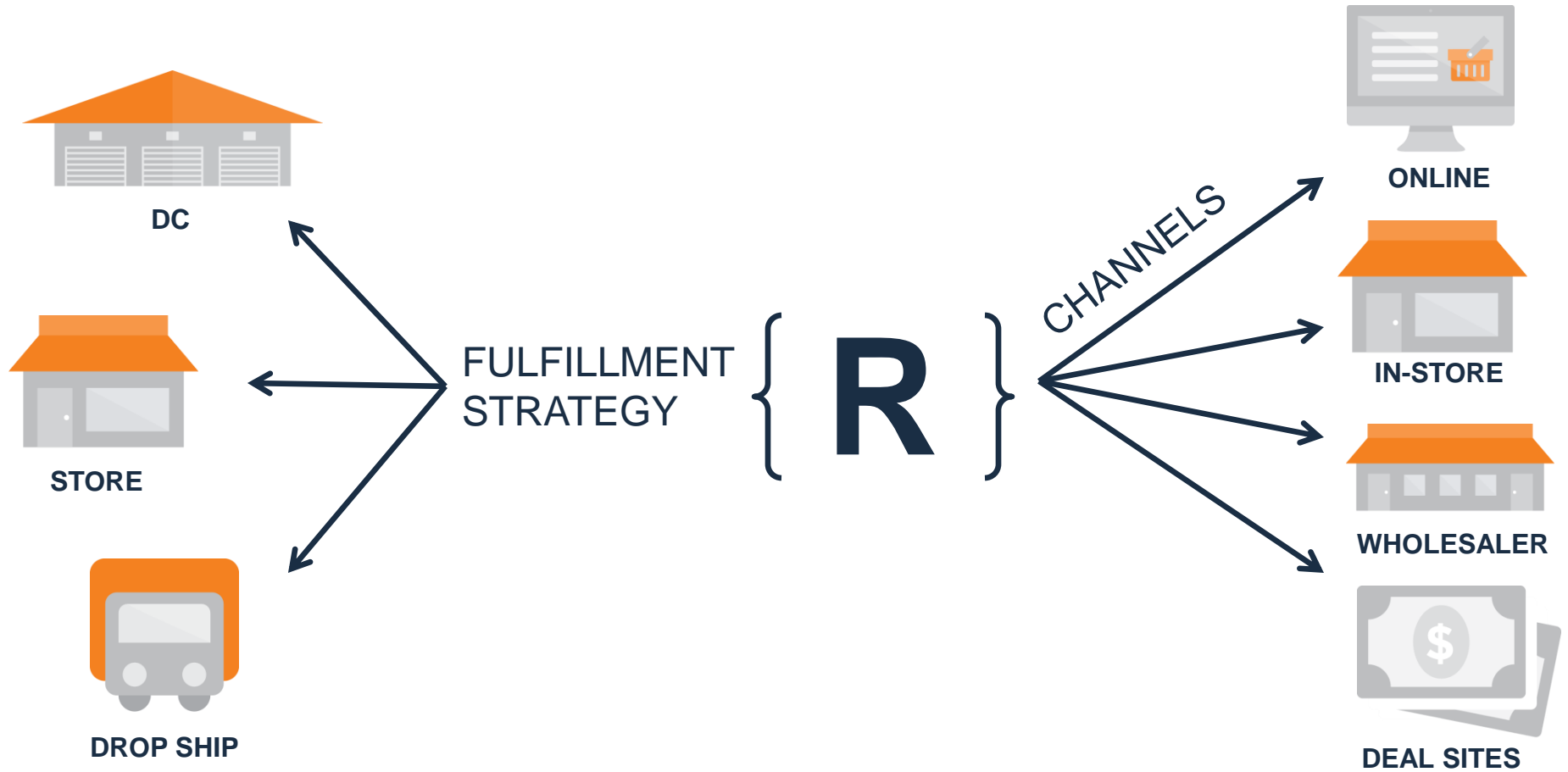
“A single, unified experience for the customer across all channels”

*-Accenture*

“Omnichannel commerce operations must utilize all their assets to improve efficiencies and reduce cost. These assets include but are not limited to multiple distribution facilities, retail outlets and kiosks in order to improve their fulfillment operations and meet the needs of all channels simultaneously.”

*- Multi-Channel Merchant*

## What is Omni-channel?





## Why is Omni-channel important?

**2014 U.S. RETAIL = \$5.0 TRILLION**

**2014 U.S. E-COMMERCE = 6% OR \$304 BILLION**

Year	Sales (in billions)	Growth
2012	\$225.50	15.80%
2013	\$258.90	14.80%
2014	\$296.70	14.60%
2015	\$338.90	14.20%
2016	\$384.90	13.60%
2017	\$434.20	12.80%

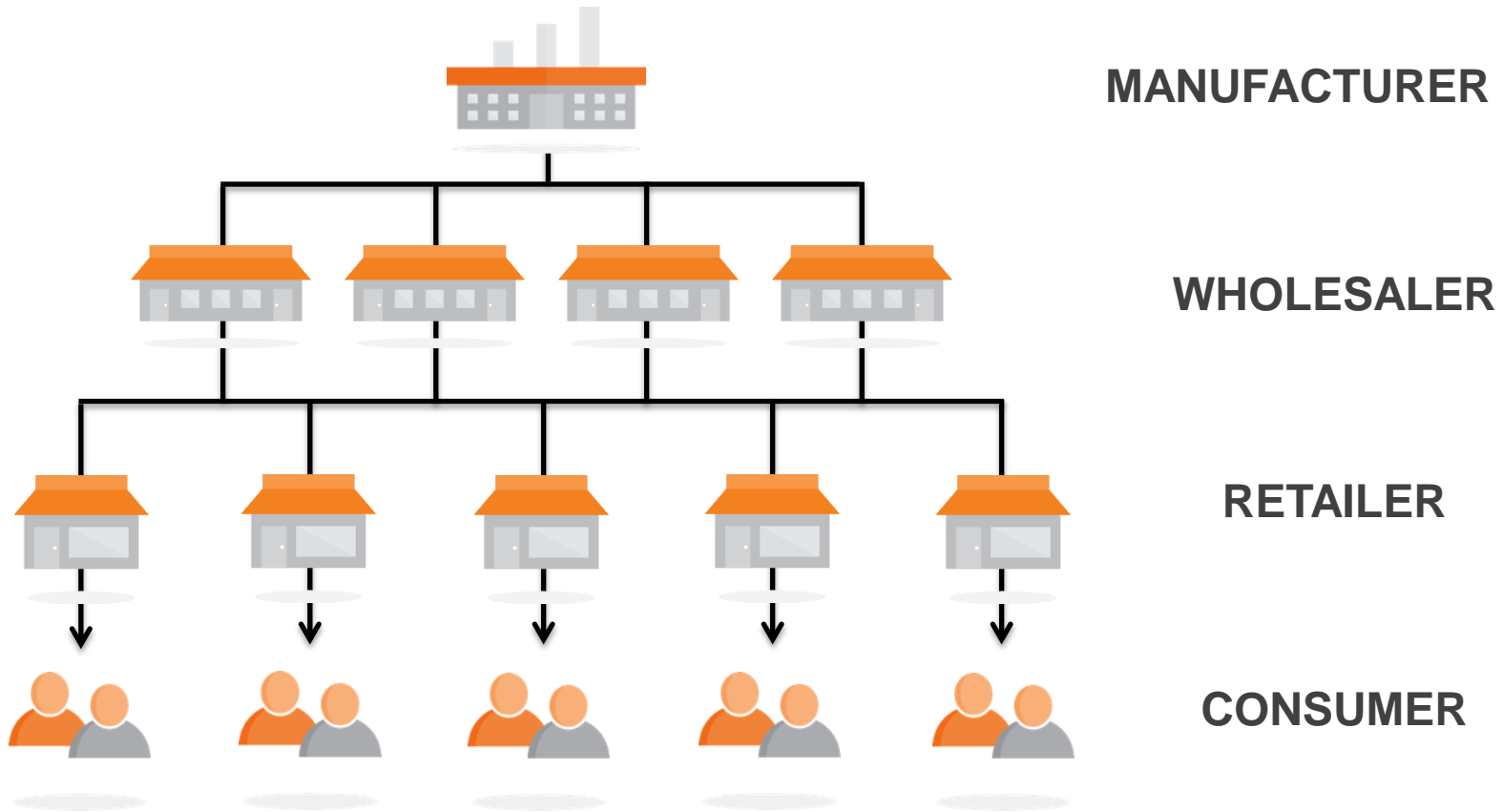
**U.S. e-commerce sales, 2012-2017**

Online retail sales will grow from \$225.5 billion in 2012 to \$434.2 billion in 2017, according to eMarketer.

Source: eMarketer, April 2013



## Traditional Distribution Model



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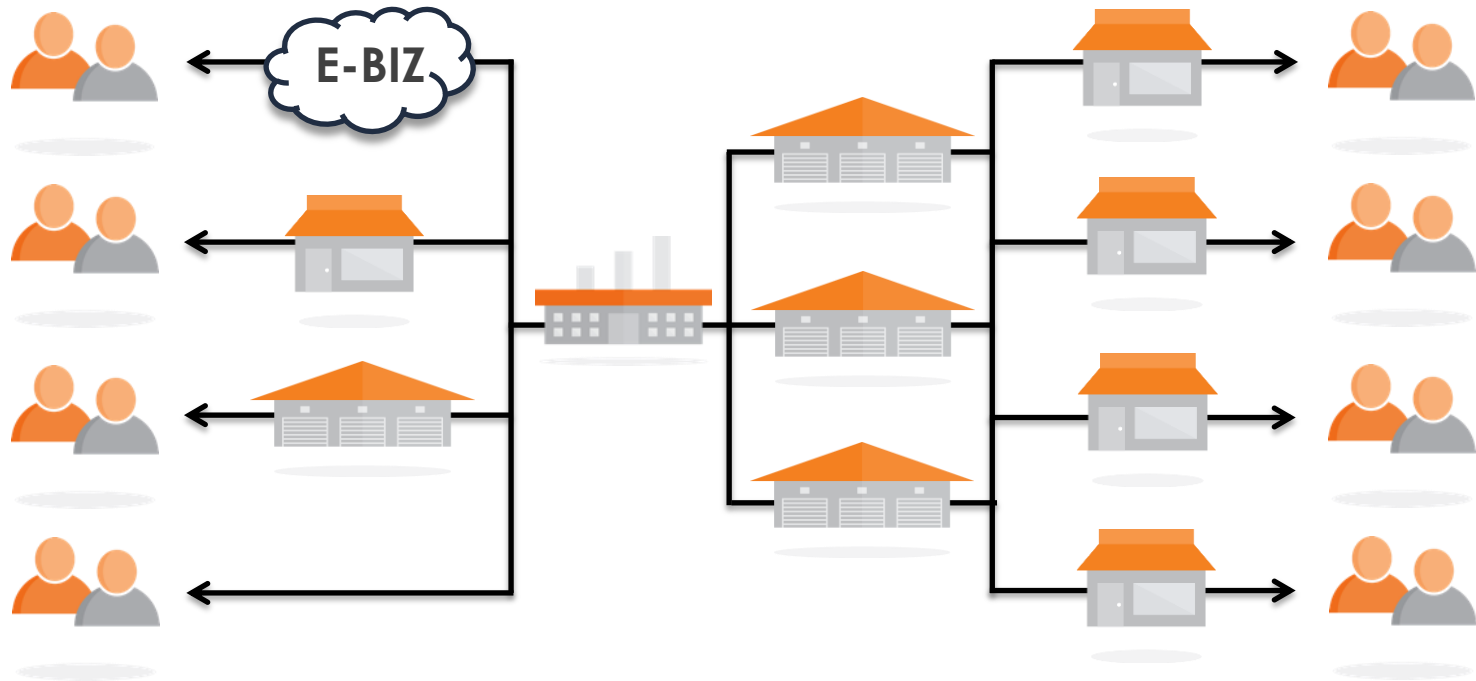


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# Evolving Omni-Channel Model



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# Turning the Gears Towards Omni-channel







## The Challenges of the Omni-Channel Model

### People

- Align internal resources
- Align workforce goals
- Workforce planning
- Workforce training
- Variation between daily and peak operations
- Influx of seasonal workers







## The Challenges of the Omni-channel Model

### Process

- Sourcing
- Receiving
- Picking method
- Full case & less-than-case picking
- Replenishment
- Packing
- Shipping/outbound





# The Challenges of the Omni-channel Model

## Technology

### Supporting D2C Growth with Existing Infrastructure

- **I am at capacity. What now?**
  - Material handling automation in existing facility
  - Separate D2C warehouse
- **I have capacity. How can I repurpose or optimize it?**
  - Force D2C through existing material handling automation
  - Segregate D2C





# The Challenges of the Omni-channel Model

## Technology

### Supporting D2C Growth with Existing Software

- **Siloed Inventory Across Multiple Applications & Instances**
  - Data warehouse
  - No real-time inventory levels
- **Fulfillment Software Limited My Omni-channel Capabilities**
  - D2C is treated as a store
  - Segregate D2C



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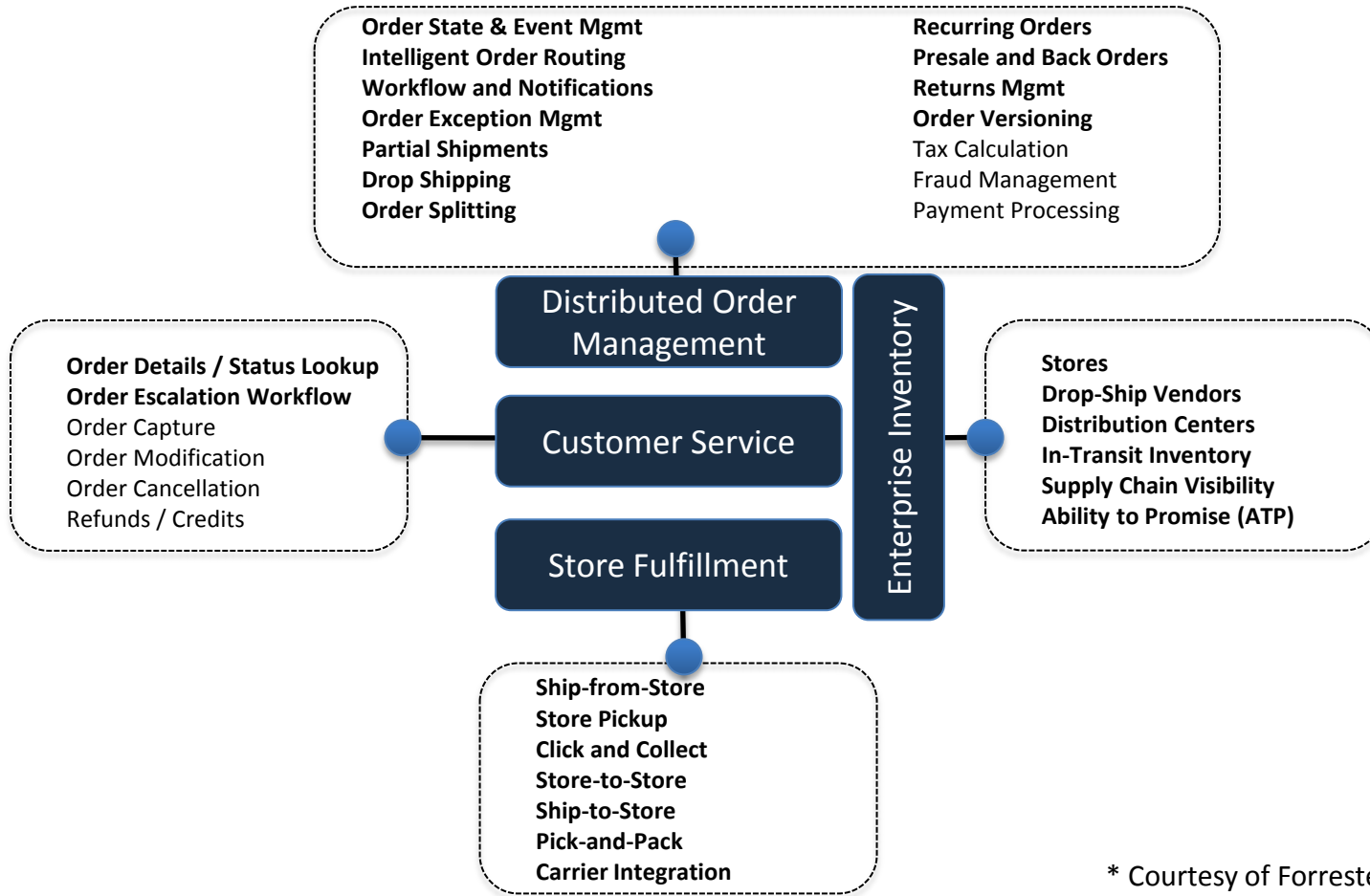
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# Mastering the Omni-channel Challenge

## Key Requirements to Implement a Successful Omni-channel Business Model

- Enterprise-wide inventory visibility
- More than a WMS
- Fulfilling outside the DC
- Software is the new hardware

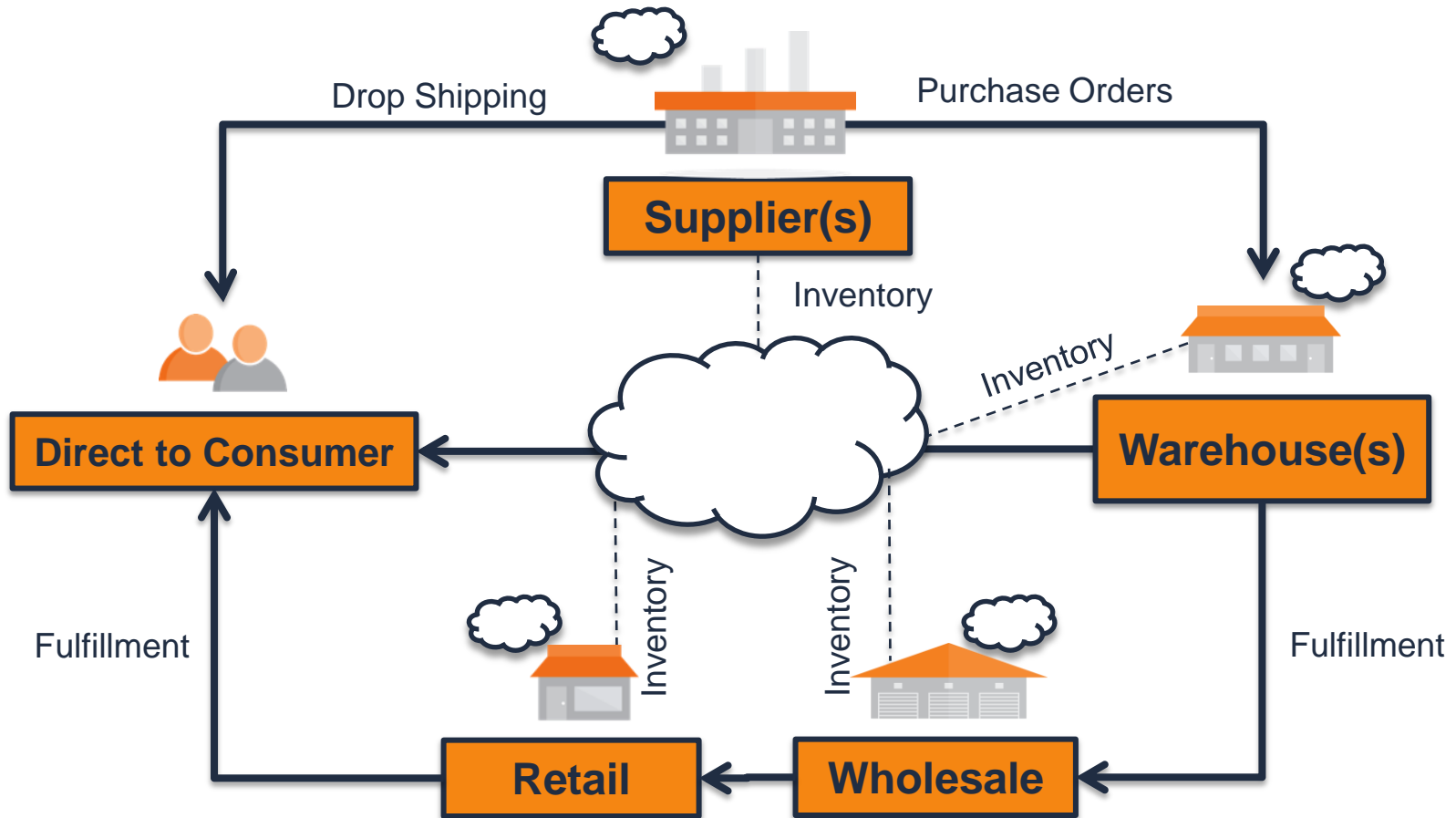
## The Omni-channel Software Platform



\* Courtesy of Forrester

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# Omni-Channel Happens in the Cloud





## Cloud-based vs. On-premise Fulfillment Platforms

### People

- Increase bandwidth of existing resources
  - IT Department
  - Workforce in warehouse

### Technology

- Real-time data from anywhere
- Connectivity & visibility
- Fast deployment
- Scalability
- Latest & greatest

### Process

- Streamlines & integrates entire IT platform
- Expedites flow of information
- Expands fulfillment capabilities





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