

## Order Management System Design

*Refining an OMS design and implementation strategy to enable simplification and efficiencies while supporting strategic business objectives.*



### The Client

One of the United States' oldest direct marketing retailers with a highly seasonal \$400M business, comprised of agricultural operations, manufacturing, brick and mortar retail, wholesale operations, as well as catalog / internet sales and distribution.

### The Challenge

The retailer had selected a new order management system (OMS) to support growth and expansion plans. They needed help in implementing the system to best take advantage of the new functionality, as well as how to effectively address the following challenges:

- Migration from existing home grown and expensive mainframe systems
- Simplification of call center and supply chain operations
- Rollout of business strategy initiatives in conjunction with the OMS implementation

### The Parker Avery Solution

The Parker Avery Group worked closely with the client to further vet the new OMS solution and define the implementation strategy, which included customer relationship management; order management; product information master, e-commerce, and corporate data; as well as warehouse and gift list.

Specific project activities included:

- Clarified business requirements and validated project scope
- Guided vendor-scheduled detailed design workshops
- Defined future state business processes
- Validated implementation, hardware and integration costs

Deliverables consisted of:

- Refined business requirements
- Future state business process and data flow diagrams
- Executive / board communications
- Product information master data model
- System design document analysis and feedback
- Business case and future costs

### The Result

The client has successfully validated project scope and forecasted implementation and maintenance costs. With the high-level design in place and assurance that the selected vendor clearly understands the project scope and complexity, the client is now in a position to:

- Clearly understand and plan for supporting the objective of doubling sales in the next five years
- Facilitate their desire to move to a customer-centric model while supporting their strategic plans
- Finalize and execute a long-range strategic IT plan