

Order Management System Selection and Strategy

Assessment and selection of an order management system to enable future growth, with definition of the supporting business case and implementation strategy.

The Client

A \$400M vertically integrated company comprised of agricultural operations, manufacturing, brick and mortar retail, wholesale operations, as well as catalog/internet sales and distribution.

The Challenge

The client is one of the nation's oldest direct marketing companies, whose business is highly seasonal. A significant portion of the client's sales occurs during the holiday shopping season. The client was unable to support its growth and expansion plans due to challenges associated with its order management system (OMS):

- Existing mainframe systems were 22+ years old, home grown, and increasingly expensive to operate
- Call center and supply chain operations were evolving and becoming more complex
- Recent business strategy initiatives necessitated more advanced systems and process requirements

The Parker Avery Solution

The Parker Avery Group worked closely with the client to select a new OMS and define the implementation strategy, including the following key activities:

- Document business requirements
- Develop and issue the RFP
- Conduct scripted vendor demonstrations
- Define the strategic roadmap and business case

Parker Avery's deliverables included:

- Gap analysis against leading practices
- RFP and vendor demonstration scripts
- Software and vendor evaluation scorecards
- Detailed business case and roadmap
- Executive/board communications



The Result

The client is prepared to begin implementation of the selected OMS solution, including customer relationship management, product information management, and transportation management to support and drive future growth and expansion.

The client expects the following benefits:

- Support the company's objective of doubling sales within the next five years
- Facilitate the company's desire to move to a customer-centric model while supporting its strategic plans
- Realize a return on investment of 20 - 25%
- Reduce IT operating costs