

## Designing a New Order Management System to Double Sales

### Client Challenge

One of the United States' oldest direct marketing retailers, the client has a highly seasonal \$400M business comprising agricultural operations, manufacturing, brick-and-mortar retail, wholesale operations, e-commerce, and catalog sales and distribution.

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

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

### Parker Avery Solution

Parker Avery worked closely with the client to further vet the new system, lead the new order management system design, and define the implementation strategy. The initiative included customer relationship management, order management, product information master, e-commerce, corporate data, warehouse, and gift list. Project activities included:

- Clarified business requirements
- Guided detailed design workshops
- Defined future-state business processes

- Validated implementation, hardware, and integration costs

Parker Avery's deliverables consisted of:

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

### RESULTS



CONFIRMED  
FUTURE-STATE  
BUSINESS PROCESSES



DESIGNED NEW  
ORDER MANAGEMENT  
SYSTEM



DOCUMENTED  
IMPLEMENTATION  
STRATEGY

The client successfully validated the project scope and forecasted implementation and maintenance costs. With the high-level order management system design in place and assurance that the selected vendor clearly understands the project complexity, the client is positioned 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