

Global Footwear Retailer Selects New Order Management System

Client Challenge

This \$8.7B omnichannel athletic footwear and apparel retailer operates 2,100 stores across four banners in 27 countries. The company had built an application architecture to support its online business using home-grown systems coupled with commercially available point solutions. Their architecture posed the following challenges:

- No single source of truth for inventory availability across DCs and stores
- Multiple platforms and complex interfaces feed systems responsible for allocating inventory for fulfillment
- Issues with setting allocation rules within complex business environments (e.g., EU) often result in gross margin losses
- Independent systems manage orders for retail stores and e-commerce business
- Home-grown store-based systems for inventory management and omnichannel order fulfillment result in inventory accuracy issues
- The inability to properly support high-volume product launches often leads to customer order fulfillment issues

Recognizing that a new order management system was critical to achieving modern, efficient omnichannel capabilities, the client was also posed with a tight deadline to coordinate this project with an ERP selection.

Parker Avery Solution

Parker Avery led the client through the following activities to select a new order management system:

- Conducted discovery sessions with key resources to distill a list of critical functional requirements
- Created an RFP complete with functional and technical requirements
- Created a comprehensive software demo script
- Coordinated and conducted on-site software demonstrations with four vendors
- Conducted customer reference calls and technical review sessions with two vendor finalists
- Assembled vendor scoring across four major categories: functional, technical, cost/ROI, and overall vendor strength
- Coordinated a final recommendation for the client's executive leadership team

RESULTS



BUSINESS
REQUIREMENTS
DEFINED



SOLUTION
ASSESSMENT
COMPLETED



NEW
OMS
SELECTED

After completing the evaluation process within the desired timeline, the client was able to select a new order management system with the greatest potential to meet its comprehensive business challenges.

The client immediately engaged the software vendor in final negotiations for both the software-as-a-service licensing as well as the implementation of the new order management system.

Further, the company's leadership credited Parker Avery's deep functional expertise and domain knowledge for enabling the project to move at the speed required.