

Order Management System Selection and Strategy to Unlock Growth

Client Challenge

The client is 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 retailer is one of the nation's oldest direct marketing companies, with a highly seasonal business. 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 over 22 years old, homegrown, 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.

Parker Avery Solution

The Parker Avery Group worked closely with the client to select a new retail order management system and define the solution implementation strategy. The project included 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

RESULTS



DOUBLED
SALES*



SUPPORTED
GROWTH PLANS



REDUCED
OPERATION COSTS

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 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