Delivering on Customer Needs Through Smarter Fulfillment

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Markets are driving a dramatic evolution of the supply chain

- Supplier and partner ecosystems are more complex
- Bottlenecks and inefficiencies abound
- Demand for a continuous lifecycle, risk readiness and innovation
- Need to harness converging technology to build a smarter supply chain
- Expectation for “Anytime, Anywhere, My Way”
- Customer experience takes center stage
Despite significant investments, silos persist
Build smarter supply chains

Connect and collaborate

Drive visibility and manage disruption

Keep your customer promises
Modernize with intelligent order fulfillment

Capture, Source, Fulfill, Service, Optimize

Technology Leadership

Cloud-First Architecture
Business Services & Open APIs
Business User-Friendly
Advanced Analytics

Customer Channels
Inventory Supply & Service Sources

Retail Stores

Retail Store
Call Center
Kiosks
Mobile
eCommerce

Optimized Order Sourcing
Order Orchestration
Inventory Visibility & Available-to-Promise

Call Center Experience
Store Experience
Delivery & Service Scheduling
Configure, Price, Quote
Reverse Logistics
Supply Collaboration

Reverse Logistics
Supply Collaboration

Retail Stores

Manufacturers / Vendors
Warehouses / DCs
3PLs
Service Providers

Social networks
Marketplaces
IBM Sterling Order Management

**Complete**
The most complete order management and fulfillment solution in the market.

**Comprehensive**
Helps you simplify complex order management edge use cases.

**Intelligent**
Take or automate action based on end-to-end business visibility, configurable business rules, and transparent AI.

**Trusted**
Recognized as the industry leader, the world’s leading retailers, brands and logistics companies trust IBM Sterling.

**Modern**
Allows you to tune your platform to your strategy, not the other way around.

**Accelerated**
Modular business services architecture and containerized deployment mean you achieve results faster.
IBM Sterling Order Management

Comprehensive
Helps you simplify complex order management edge use cases.

Configurable business rules.

Multi-enterprise design.

Easy extensibility.

Take advantage of multi-objective optimization.

Unify experience across your value chain.

Painlessly address even the most complex use-cases.

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IBM Sterling Order Management

Modern
Allows you to tune your platform to your strategy, not the other way around.

Business Services Architecture.
Elastic scalability.
Simpler to deploy, manage and scale.

Fit the solution to your strategy, not your strategy to the solution.
Grow at your pace, on your terms, without nasty surprises.

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IBM Sterling Order Management

**Accelerated**
Achieve results faster by accelerating transformation with a vibrant partner community and modular solution design.

**Accelerate transformation with a vibrant partner community.**

**Achieve quick wins through rapid deployment and modular solution.**

<table>
<thead>
<tr>
<th>Global Inventory Visibility</th>
<th>Click &amp; Reserve</th>
<th>Click &amp; Collect</th>
<th>Ship-to-Home</th>
<th>Save the Sale</th>
<th>eCommerce Fulfillment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation time in weeks</td>
<td>12</td>
<td>16</td>
<td>20</td>
<td>24</td>
<td>28</td>
</tr>
</tbody>
</table>

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The world’s leading retailers, brands and logistics companies trust IBM Sterling.

Most of the World’s largest Top 500 retailers trust IBM.
Intelligent
Take or automate action based on end-to-end business visibility, configurable business rules, and transparent AI.

End-to-end business visibility.
Eliminate blind spots from order through fulfillment.

Intelligence to recommended actions.
Recommendations that can be automated for self-correcting actions.

Lower cost-to-serve through optimization.
Proactively monitor and manage inventory availability and margins.
## IBM Sterling Order Management

<table>
<thead>
<tr>
<th>Accelerate transformation</th>
<th>Build brand love</th>
<th>Maximize opportunity</th>
<th>Improve profitability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simplify technology complexity, create new customer and associate experiences quickly, and scale confidently.</td>
<td>Consistently keep the customer promise of convenience, experience and service with flawless execution.</td>
<td>Empower associates to convert every selling, engagement and service interaction into an opportunity to fulfill demand.</td>
<td>Optimize fulfillment based on business rules that maximize business results without compromising the customer experience.</td>
</tr>
</tbody>
</table>
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