

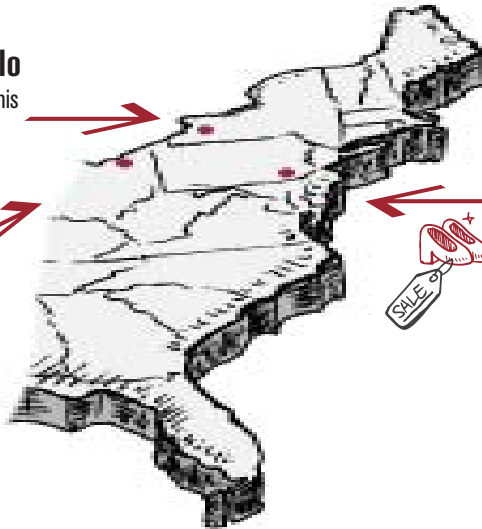
BEST FULFILLMENT LOGIC

From WHICH STORE Should You SHIP?



A customer in Buffalo orders a new pair of shoes for his wife on your e-commerce site.

Your Cleveland store is closest to the customer. After a month of robust sales, it has two pairs of the shoe left on its shelf.



Your Philadelphia store

is considerably farther away. After a month of lackluster sales, it has nine pairs of the shoe in stock. Planners have the shoes slated for a markdown next week.



Small-to-midsize retailers have a big omni-channel fulfillment advantage.

They've been shipping from stores since the dawn of e-commerce.

New automation tools are creating agility the big boxes can only dream about.

65%

of retailers say they'll have to completely rethink their supply chain design in the next five years because of emerging cross-channel fulfillment.

50%

of leading retailers say their direct-to-consumer shipments aren't fast enough.



34%

of leading retailers don't have good visibility of how demand flows through their selling channels.

38%

of leading retailers do not have the ability to determine optimal (lowest cost) locations for cross-channel order fulfillment.

47%

of leading retailers cite the growing unpredictability of consumer demand as their top supply chain challenge.



Leverage stores to meet consumer demand for shorter order-to-delivery cycles.



Invest in algorithm-based software that automates the determination of the optimal source of fulfillment.



Enable real-time inventory visibility to help mitigate the risks associated with unpredictable cross-channel demand.

Integrated Solutions For
RETAILERS

CELERANT
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Retail Redefined™