

Solving the Omni-Channel Puzzle: How to Thrive With Integrated Fulfillment



INTEGRATED FULFILLMENT DRIVES SPEED,
SCALE AND OMNI-CHANNEL GROWTH.

Customer expectations and fulfillment complexity are reshaping how LSPs operate



89% of retailers struggle with last-mile delivery options and over **33%** struggle with managing multiple fulfillment channels.

Omni-channel fulfillment has evolved from a back-end function into a strategic lever for growth and differentiation. Logistic service providers (LSPs) must now navigate a perfect storm of rising client expectations, channel fragmentation and cost pressure. To remain competitive and profitable, they must coordinate fulfillment across systems, channels and partners with speed, accuracy and flexibility. The stakes are high—delays, inefficiencies or inconsistencies can quickly erode client trust and margin performance.

Omni-channel expectations are reshaping fulfillment:

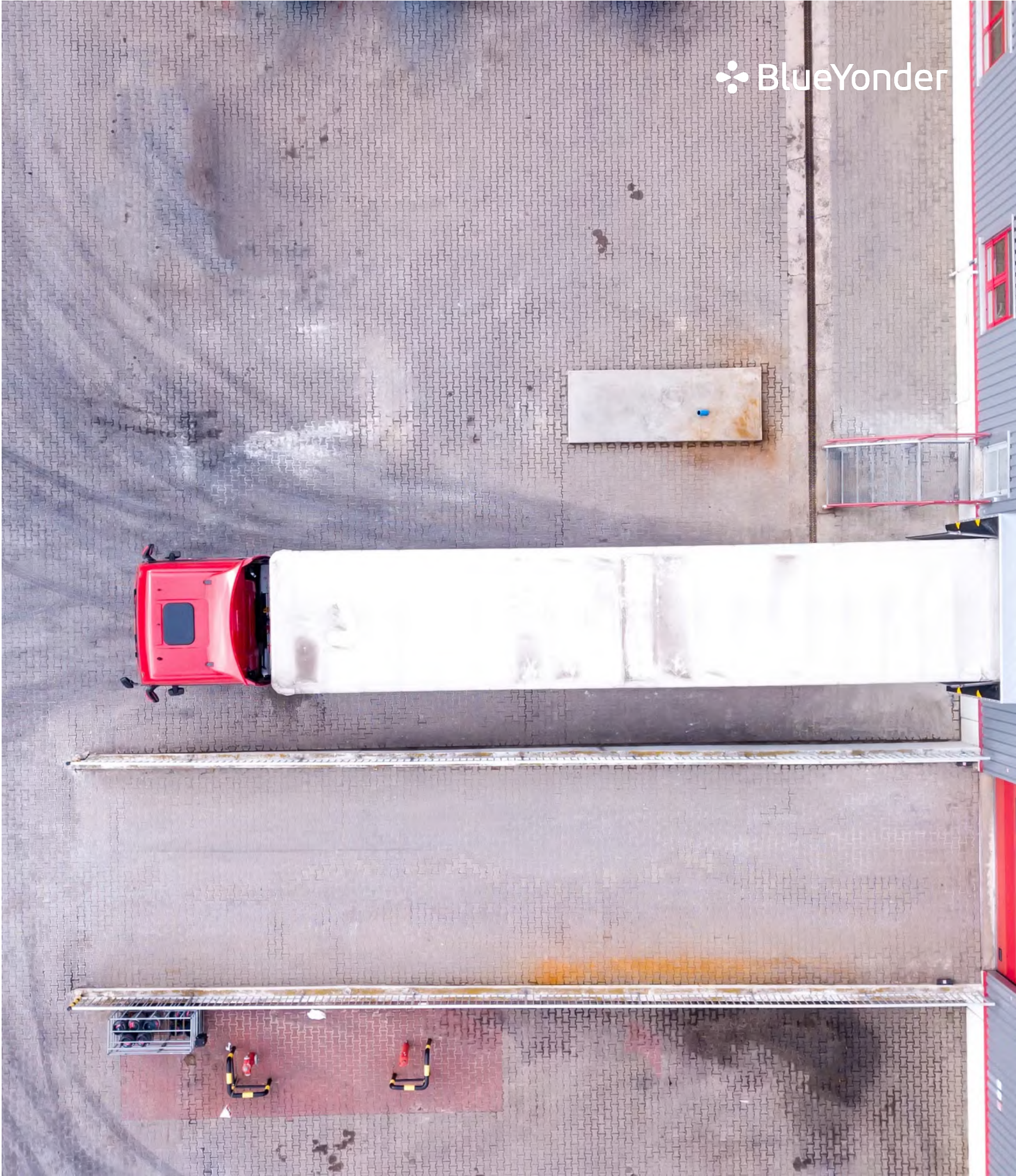
Clients and end-customers expect fast, tailored, always-on delivery experiences across every channel. To keep up, LSPs must integrate demand sensing with agile execution and ensure consistency across every fulfillment node, client account and customer touchpoint.

Operational complexity is increasing:

Labor shortages, last-mile delays, on-demand warehousing and returns are redefining logistics execution. LSPs must operate across multiple fulfillment models and client expectations, while responding dynamically to volume surges and geographic variability across their logistics networks.

Clients expect tech-enabled services:

Beyond physical execution, clients now expect data-driven decision-making, real-time visibility and scalable operations. LSPs must deliver automation, intelligence and adaptability, without sacrificing profitability or agility across client contracts and fulfillment channels.



Rigid processes and siloed technology are preventing LSPs from scaling efficiently



67% of LSPs say that returns are a top pain point for them.

Despite years of technological investments, many LSPs still operate with fragmented fulfillment systems and disconnected workflows. Manual processes, limited visibility and reactive decision-making limit their ability to meet modern SLAs or control costs. As client expectations become increasingly complex, legacy operations struggle to adapt. Without integrated capabilities, LSPs struggle to scale profitably, differentiate their services or build long-term client value.

Fragmentation creates blind spots:

Disjointed systems across warehousing, transportation and order management lead to delays, redundancies and missed handoffs. Without end-to-end visibility, LSPs cannot make real-time decisions or manage fulfillment efficiently across multiple clients, locations and execution nodes.

Peaks expose inefficiencies:

Unpredictable demand surges, constrained labor and inflexible infrastructure lead to bottlenecks and inflated costs. LSPs often scramble during peak periods, relying on costly workarounds that damage profitability and strain service-level performance.

Returns drain profitability:

Manual returns handling, fragmented data and siloed processes hinder timely restocking and value recovery. As returns volumes grow, the inability to automate or optimize reverse logistics erodes margins and limits client satisfaction.

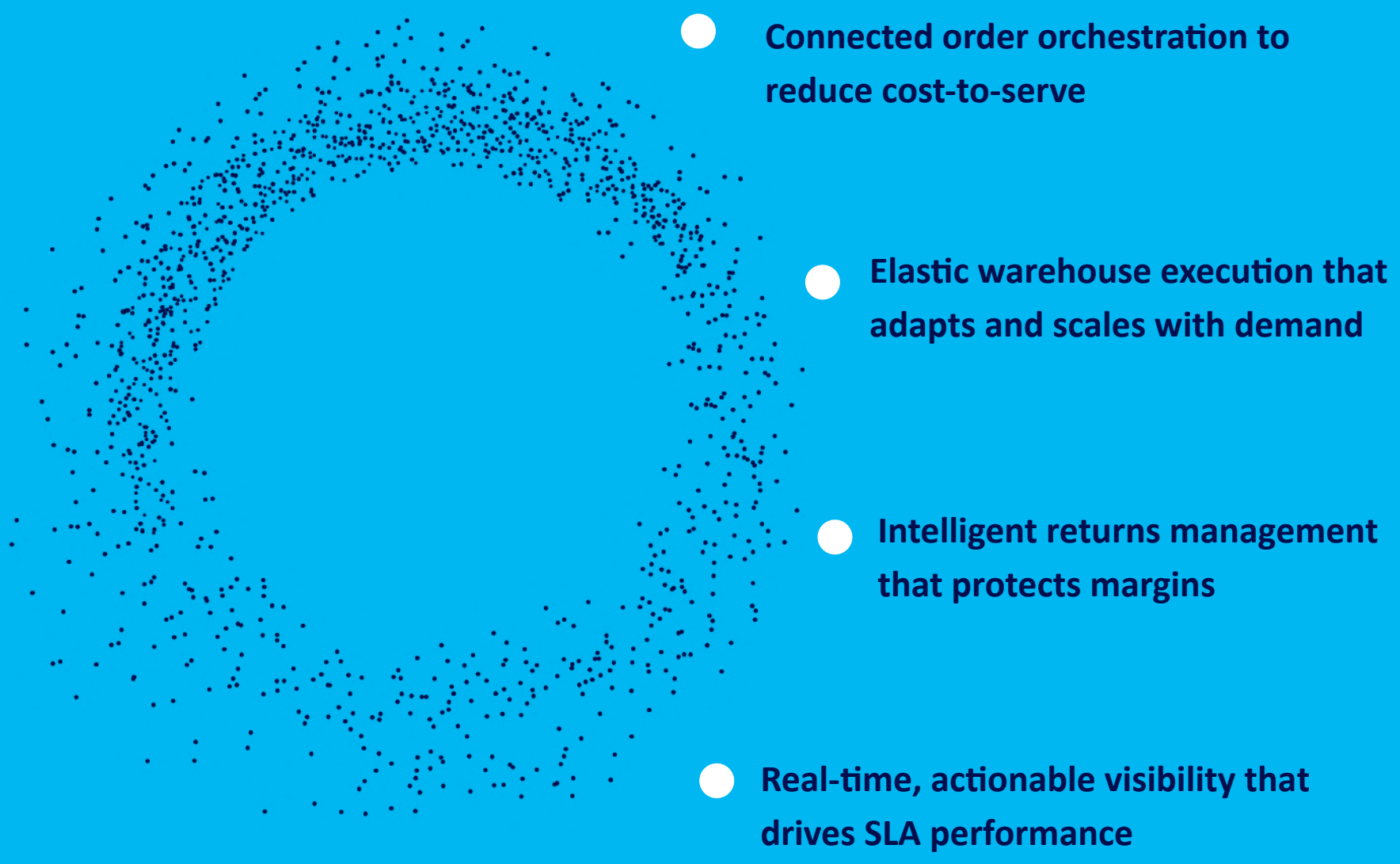
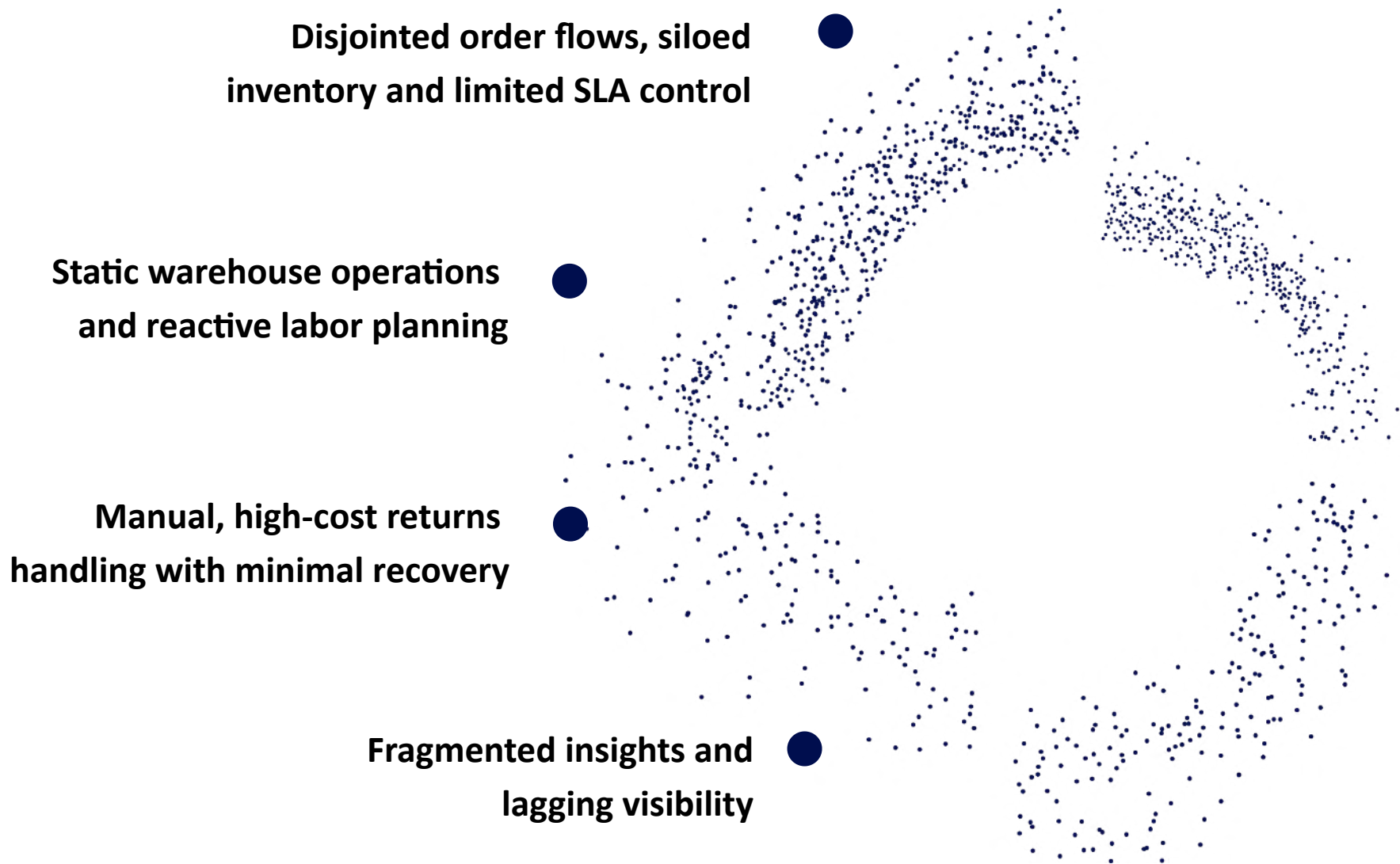




Integrated fulfillment is the path forward for high-performing, future-ready logistics

Today's omni-channel environment demands more than fragmented fixes and isolated upgrades. LSPs are under pressure to meet growing client expectations while maintaining speed, agility and profitability. The way forward is through a connected fulfillment model—one that replaces disjointed processes with intelligent, end-to-end coordination across systems, partners and workflows. The following pages explore the four strategic capabilities that enable this shift. Together, they provide a scalable foundation for responsive, efficient and resilient logistics operations.

Moving from siloed execution to integrated fulfillment



Reduce cost-to-serve through connected order orchestration

To succeed in an omni-channel environment, LSPs must coordinate operations across systems, partners and fulfillment nodes. Managing orders for multiple clients and channels introduces complexity that cannot be solved with siloed solutions. A connected fulfillment engine integrates commerce and logistics, enabling real-time decisions across the entire order lifecycle. With unified visibility, smarter routing and optimized execution, LSPs can reduce cost-to-serve, meet diverse SLAs and deliver consistent outcomes without compromising agility or profitability.

Centralize inventory and order visibility:


Gain a single view of inventory across client accounts, distribution centers and sales channels. Real-time visibility enables accurate availability checks, improved promise dates and fewer fulfillment errors, ensuring better service quality with reduced overhead.

Streamline order orchestration:

Use intelligent automation to determine optimal sourcing, routing and fulfillment strategies. Orders are matched to the best location and method based on inventory, cost and service requirements, reducing lead times and minimizing unnecessary spend.

Reduce cost-to-serve:

Integrated order, warehouse and transportation systems eliminate silos, reduce redundancies and improve operational efficiency. These connected solutions and platform ensure faster throughput, fewer exceptions and more predictable costs across clients and fulfillment scenarios.

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- Optimizing transportation management can reduce truckload costs by **12%**, LTL costs by **5%**, logistics network spend by **6%** and empty miles by **80%**.

“The shift to omni-channel selling has transformed the global retail industry. Seedcom is the first company to implement the ‘new retail’ model in Vietnam by applying breakthrough technologies to our business operations to create great experiences for customers. Implementing Blue Yonder’s warehouse management solution is a key component of that strategy. After a rapid implementation, it is helping us streamline our processes, optimize our inventory and other resources and support fast, efficient daily operations.”

— *Chief Executive Officer, Seedcom Logistics*

Adapt fast and scale smart with AI-driven warehouse agility

As client expectations shift and demand patterns grow less predictable, LSPs must find ways to scale without simply adding labor or expanding physical space. Traditional warehouse models lack the flexibility to absorb peaks efficiently. AI-driven, elastic warehouse execution enables LSPs to dynamically adjust resources, orchestrate labor and automation and optimize throughput—helping them meet SLA commitments, reduce bottlenecks and protect profitability, even during high-pressure periods like peak season or promotional spikes.

Adapt labor and capacity dynamically:


Leverage real-time demand insights to forecast needs and adjust labor plans effectively. Deploy the right resources at the right time to reduce idle time, avoid overtime costs and rebalance workloads across your warehouse network.

Orchestrate human and robotic workflows:

Implement AI-enabled task assignment to coordinate tasks between human associates and automated systems. Balance workloads efficiently to boost accuracy, accelerate pick-pack-ship operations and reduce downtime during high-volume periods.

Maximize existing space:

Optimize facility layout, inventory placement and task routing to uncover hidden capacity. Increase throughput without expanding your footprint by optimizing space utilization across fulfillment centers.



47% of those involved in running warehouse and DC operations report needing more warehouse space, highlighting the need to optimize space utilization.

“Over the last few years, we’ve faced a pandemic, a war, inflation, higher labor costs, growing energy expenses and a shift to e-commerce. Our legacy warehouse management systems were simply not flexible enough to respond to these challenges. We needed a world-class solution that could optimize our warehouse performance in a dynamic environment, enabling us to meet customers’ ever-increasing demands for reliable service and fast delivery. Blue Yonder warehouse management system is that solution.”

— *Chief Innovation and Digitalization Officer, Rhenus*



Unlock profitability with intelligent reverse logistics

Returns are more than just a retailer's concern; they represent one of the largest cost centers for LSPs, especially those responsible for meeting SLAs on reverse logistics. As returns volumes rise, traditional methods—built around disconnected systems and manual workflows—can erode margins, slow operations and impact client satisfaction. Intelligent returns orchestration helps LSPs streamline reverse flows, recover lost value and elevate service quality, turning what was once a cost center into a strategic advantage.

Automate returns workflows:


Implement flexible returns merchandise authorization (RMA) policies and automate approvals, routing and refund processing. This reduces manual effort, lowers administrative costs and accelerates time-to-refund, helping LSPs manage returns more efficiently across multiple clients and fulfillment models.

Enable flexible returns options:


Provide scheduled pickups, self-service lockers and drop-off points to accommodate diverse end-customer needs. These options improve convenience, reduce bottlenecks and allow LSPs to better control returns intake across regions, optimizing resource allocation and turnaround time.

Recover value and reduce waste:

Route returned items for restocking, refurbishment or recycling based on item condition and demand. Smart dispositioning supports circular logistics, boosts recovery rates and helps clients meet sustainability goals—while also protecting LSP margins and minimizing write-offs.



● **58%** of 3PLs identify high costs associated with reverse logistics as a major challenge for them.



"We see the relationship between Watco, our customer and Blue Yonder as a collaborative effort, where we all sit at the table together to find efficiencies and boost performance. Logistics is a team sport, and Blue Yonder helps us work seamlessly with our customers."

— ***Senior Director of Logistics Sales, Watco***

Move from static visibility to real-time, comprehensive actions

Real-time visibility is no longer optional for LSPs; it is essential to managing complexity across fulfillment networks. LSPs need insights they can act on to anticipate disruptions, meet SLAs and demonstrate performance value to clients. From inventory and order flows to shipment status and exceptions, every touchpoint must be monitored and optimized to ensure service reliability and continuous improvement.

Unify multi-node visibility:


Integrate data from multiple clients, warehouses, carriers and trading partners to get a single source of truth. This allows LSPs to monitor inventory, orders and shipments in real time, reducing blind spots and enabling coordinated action across the fulfillment network.

Monitor performance proactively:

Track SLAs, ETAs, exceptions and bottlenecks before they escalate. Proactive alerts and automated responses help LSPs prevent delays, reduce customer impact and optimize delivery promises, leading to better service-level adherence and reduced penalty risks.

Prove value to clients:

Leverage performance dashboards and analytics to provide clients with insights on fulfillment accuracy, service reliability and efficiency. These metrics help reinforce trust, strengthen ongoing partnerships and position LSPs as proactive, high-performing logistics partners.



Real-time, multi-tier data visibility and collaboration improve decision-making speed by **50%-60%**, enabling LSPs to reduce the impact of operational disruptions and optimize supply chain efficiency.

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“One of Accel’s main strategic challenges is having full visibility and control of our warehouse operations and inventory, which allows us to maximize our speed and responsiveness. Blue Yonder’s warehouse management capabilities, integrated with mobile voice technologies, have eliminated many manual processes, created real-time connectivity and increased warehouse productivity by 35%.”

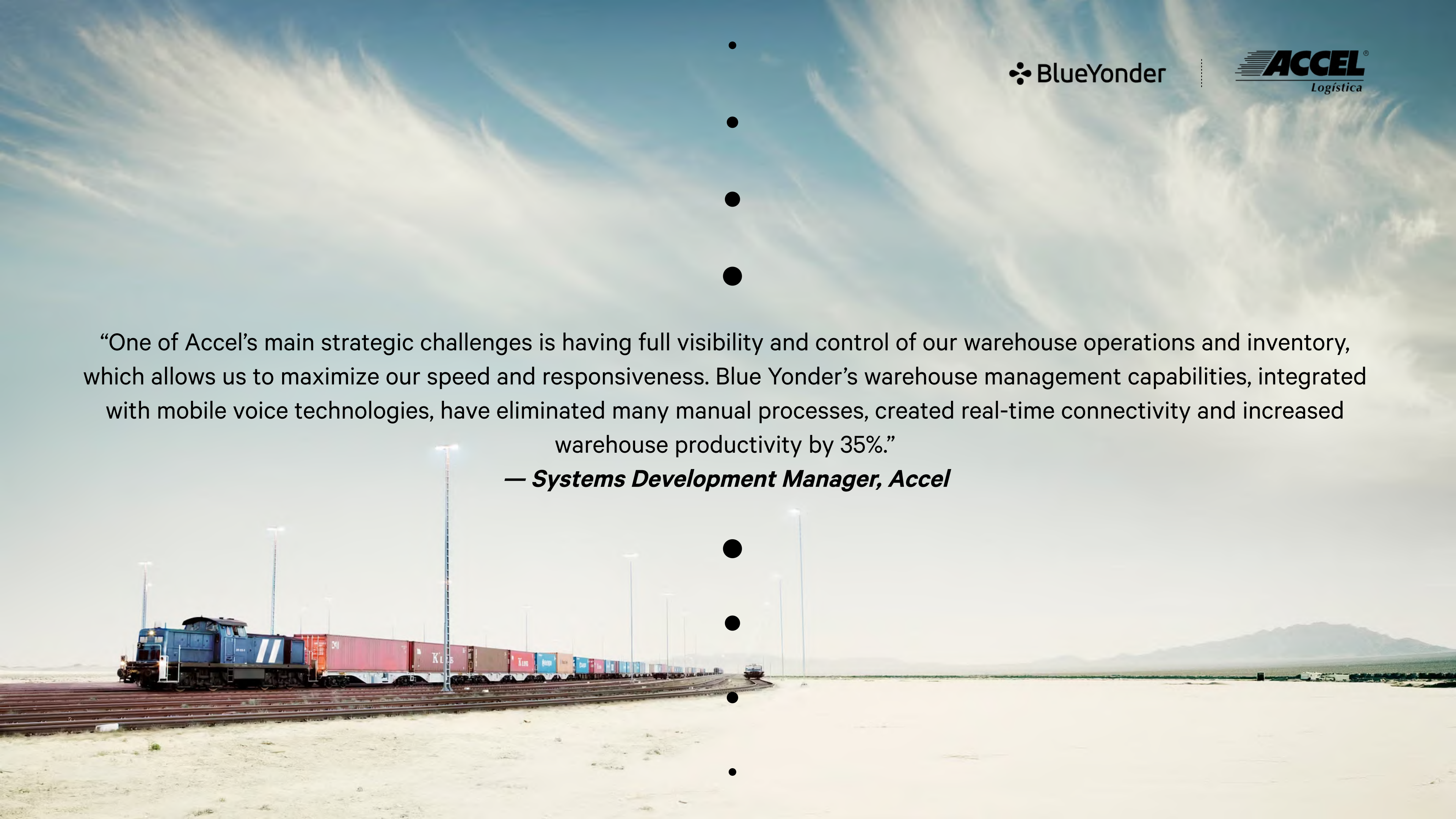
— Systems Development Manager, Accel

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Leading LSPs are building the future of omni-channel commerce and fulfillment with Blue Yonder

The fulfillment landscape is growing more complex, competitive and cost-intensive. Fragmented systems and reactive workflows can no longer support the speed, scale and precision that clients demand. Leading LSPs are moving to connected, omni-channel fulfillment platforms that integrate operations, drive agility and deliver measurable value.

Throughout this e-book, we have explored the core capabilities shaping the future of commerce and fulfillment: intelligent order orchestration, elastic warehouse execution, real-time visibility and smart returns management. To stay ahead, LSPs must invest in an integrated tech stack that supports connected execution, predictive decision-making and real-time responsiveness.

Ready to modernize your fulfillment strategy? Blue Yonder helps LSPs streamline omni-channel operations efficiently and stay profitable. With the right technology, LSPs can scale with confidence, reduce cost-to-serve and build stronger client partnerships.

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