Dear CEO, A Checklist for Faster, Easier, Better Order Management

AI Capabilities Every Wholesale Distributor Needs To Transform Order Management, Reduce Costs, and Compete on Service
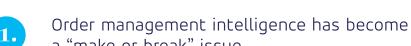
Margins face hourly threats from all angles. To protect them, operations need to keep moving. Finding time to compare options for giving order management an AI efficiency boost is a luxury. And different teams speak different languages, with a different view of priorities.
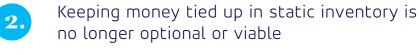
To kick start the conversation, simply share this wish list with your CEO. It will help them understand the capabilities needed to improve your order orchestration and execution capabilities to be easier, better, and faster.
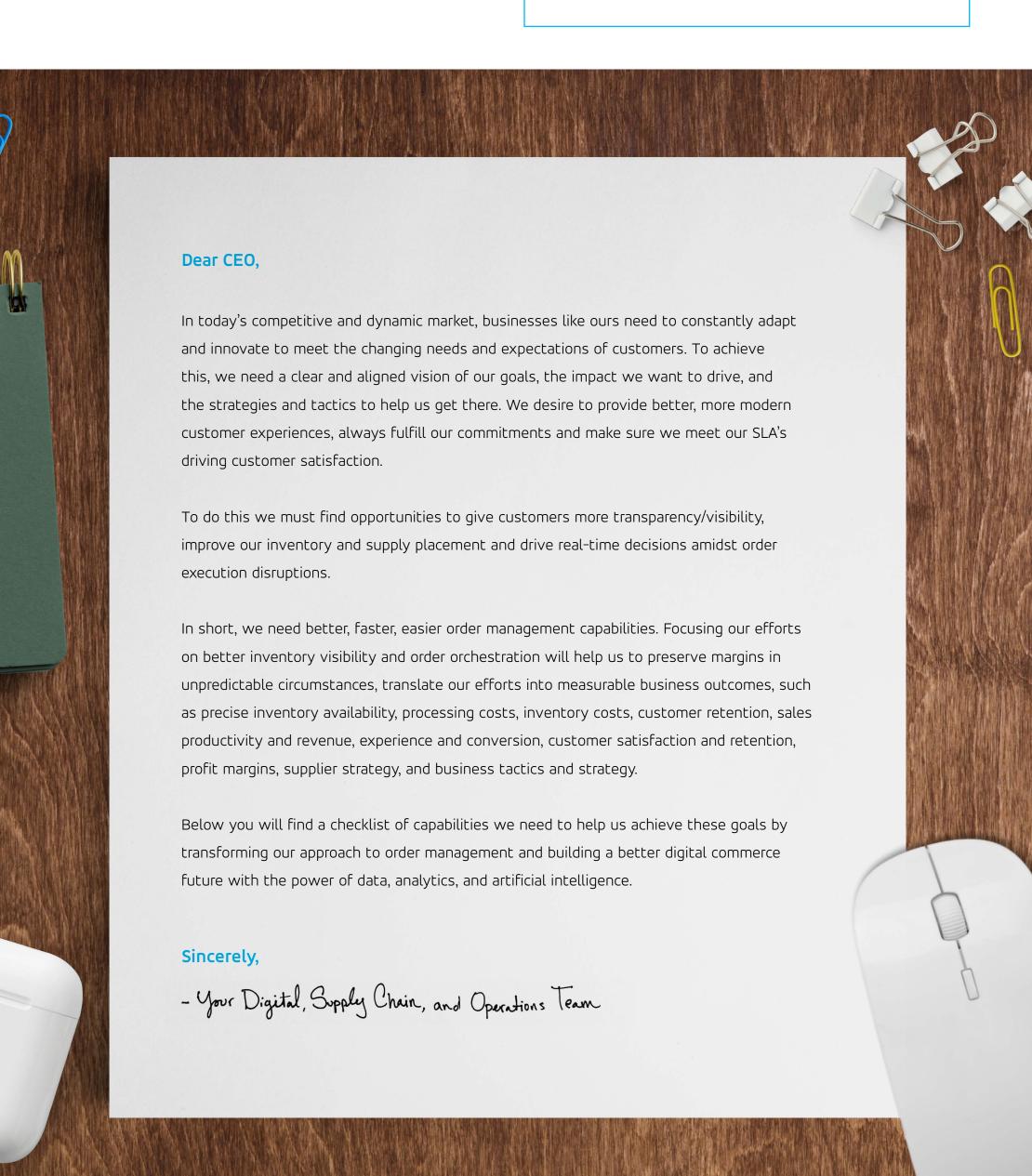
Do We All Agree?

Given the current threats there are three imperatives to address:

1. Order management intelligence has become a "make or break" issue

2. Keeping money tied up in static inventory is no longer optional or viable

3. Without modernizing, competition gaps will become insurmountable

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Dear CEO,

In today's competitive and dynamic market, businesses like ours need to constantly adapt and innovate to meet the changing needs and expectations of customers. To achieve this, we need a clear and aligned vision of our goals, the impact we want to drive, and the strategies and tactics to help us get there. We desire to provide better, more modern customer experiences, always fulfill our commitments and make sure we meet our SLA's driving customer satisfaction.

To do this we must find opportunities to give customers more transparency/visibility, improve our inventory and supply placement and drive real-time decisions amidst order execution disruptions.

In short, we need better, faster, easier order management capabilities. Focusing our efforts on better inventory visibility and order orchestration will help us to preserve margins in unpredictable circumstances, translate our efforts into measurable business outcomes, such as precise inventory availability, processing costs, inventory costs, customer retention, sales productivity and revenue, experience and conversion, customer satisfaction and retention, profit margins, supplier strategy, and business tactics and strategy.

Below you will find a checklist of capabilities we need to help us achieve these goals by transforming our approach to order management and building a better digital commerce future with the power of data, analytics, and artificial intelligence.

Sincerely,

– Your Digital, Supply Chain, and Operations Team

» Checklist of 8 Order Capabilities We Need

☐ **Intelligent Rebalancer:**
helps react and adapt to sudden disruptions and rebalances for open, demand-based allocation rules, ensuring all pending orders are sent through the resequencer and reallocated

☐ **Advanced Dynamic Allocation:**
address and define allocation rules based on varying business needs and customer priority tiers

☐ **Customer Order Assistance and Visibility:**
with an intuitive, customer-friendly user interface for employees and associates to view, modify, uptake, and create new orders

☐ **Estimated Delivery Dates (EDD):**
with "expect by" (date) AI/ML predictions shown to customer, factoring for historical data plus weekends and holidays to predict processing time before adding transit time, upon which courier and shipping option is chosen

☐ **Fulfillment Forecasting:**
AI/ML-infused forecasting of placement and inventory assignment in supply planning systems, based on customer preference

☐ **Unified Data and Analytics:**
for a complete markdown risk picture using multiple deep learning models that deliver daily per-product and per-location estimates of markdown confidence, markdown date, markdown quantity (in units), and markdown price reduction

☐ **Smart Lead Time Calculations:**
based on real-time insight into changes in supplier performance and transportation routes

☐ **Commerce Sourcing Simulator:**
view the impact of "what if?" combinations for various sets of sourcing rule configurations and historical order/inventory sets. Then view comparative impact simulations on KPIs, like total fulfillment cost and time to delivery

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