



# Third Party Logistics Order Management

*Providing your customers with an  
end to end solution from “click to deliver”*



# 3PL Order Management

## Providing your customers with an end to end solution from “click to deliver”

The rise of speed driven commerce and omni-channel has forced companies to rethink their logistics strategy. Retail store replenishment orders now need to be fulfilled alongside direct to consumer orders, delivered to homes, retail stores, distribution or micro-fulfilment centres via parcel and final mile providers.

Many companies have turned to Third Party Logistics (3PL) providers to handle this increase in order volumes, provide shorter delivery lead times and increase visibility to meet the end customers expectations. Companies are often challenged in providing the end customer with order visibility, and optimal economic fulfilment options while providing a seamless shopping experience.

Under the growing trend of “everything as a service” this presents Third Party Logistics (3PL) providers with a unique opportunity to expand their service offer beyond the “four walls of the warehouse” by offering their customers an augmentative suite of order management services:

- Real-time order visibility
- Optimal shipping efficiency and delivery models
- Order to Promise end to end experience: inventory availability, lead-time, and cost
- A seamless shopping experience for both Direct and BOPIS orders

3PL Order Management

Blue Yonder Commerce and Order Management

Real-time Order Visibility

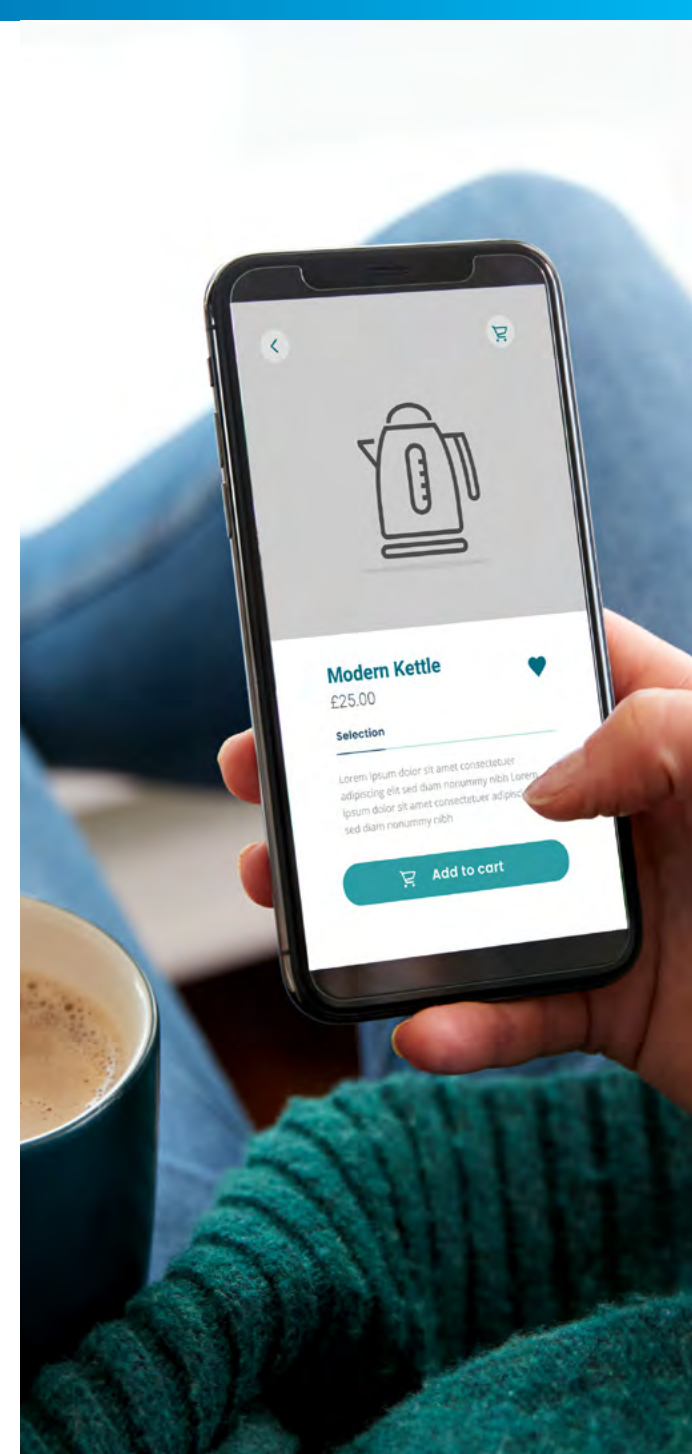
Order Fulfilment Options Based on Inventory Availability, Lead-time and Cost

A Seamless Shopping Experience for Both Direct and BOPIS Orders

Mutual Value

A Solution for Retail, D2C, 3PL, B2B & B2C Distributors...  
A Solution for Everyone

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# Blue Yonder Commerce and Order Management

Blue Yonder's Commerce and Order Management solutions are comprised of cloud-native, augmentative microservices that 3PL providers can offer to their customers as value-added services.

Unlike traditional monolithic solutions that take 12-18 months to deploy, microservices can be quickly added to an organization's existing infrastructure to address specific pain points and deficiencies. As such, this incremental approach to modernising supply chain technologies can provide an organisation with a route to adopting new technology as part of a phased approach

Although most companies are already looking at solutions that enable real-time order and inventory visibility, and flexible fulfilment options, the reality is that this transition is still an ongoing journey for many. Therefore, 3PLs can accelerate a company's digital transformation by offering the following capabilities:



Real-time  
Order Visibility



Order  
Fulfilment Options



Seamless  
Shopping Experience



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# Real-time Order Visibility

In an omni-channel environment a consumer's order can pass through multiple third party systems, which can present companies with a challenge in providing accurate order updates. Third Party Logistics providers can solve this problem by providing their customers with Order Visibility as a Service.

This Blue Yonder solution provides the ability to search, view and modify order details in one place, giving complete visibility into each order and its fulfilment details. Leveraging unsupervised learning algorithms to detect patterns and anomalies, the solution can also generate actionable insights on metrics that organizations can use to optimize the fulfilment process. This intersection of visibility and automated learning drives both customer satisfaction and operational efficiency.







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# Order Fulfilment Options Based on Inventory Availability, Lead-time and Cost

An increasing number of companies are also turning to Third Party Logistic providers to deliver end to end availability and fulfilment capabilities. This can be achieved in an omni-channel environment by deploying Blue Yonder's Inventory and Commits microservices which are able to present real-time inventory to the end customer across the network and determine how and when orders can be effectively fulfilled based on cost, location, and delivery times. The solution can also make real-time sourcing and order promising decisions that deliver accurate, reliable, and personalized ecommerce experiences while increasing operational accuracy.





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# A Seamless Shopping Experience for Both Direct and BOPIS Orders

This represents an opportunity for the Third Party Logistics provider to offer an end to end “urban fulfilment” service to their customers. Using Blue Yonder’s Order Fulfilment capabilities this new service can include the fulfilment of orders from a warehouse, a dark store, a micro-fulfilment centre either stand alone or at the “back of the store” or even within the retail store itself.

Adding this Service not only ensures a seamless physical omni-channel capability but also ensures consistency in every aspect of the orders presentation and delivery to the consumer. With Blue Yonder’s Order Fulfilment capabilities the 3PL team has complete visibility of all consumer order activities with actionable dashboards, and associates can efficiently pick, pack, and fulfill orders using intuitive mobile workflows that drive actions every step of the way.







# Mutual Value

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## Value for your customer:

- A real-time picture of orders and inventory across stores, warehouses and in-transit
- An augmentation of their existing infrastructures which may be too rigid for the modern omni-channel era
- An opportunity to make supply chains more visible not just to them, but to their end customers, who will have greater insight into what's available, and how best to receive goods

## Value for the 3PL provider:

- Reduced queries thanks to the connected real-time visibility on both sides of the partnership
- A stronger armoury of assets to offer to customers, that now includes increasing sales, reducing inventory holding, and enhancing consumer satisfaction levels
- An emboldened reputation in the market as an enabler of optimised, quick, cost-effective supply chain transformations
- Increased productivity of users with a single source of truth
- Efficiencies for handling order changes
- A future platform for connected workflows into Transportation Management and Warehouse Management solutions aligned with future strategies
- A differentiator in the 3PL market place, by offering an augmentative Order Management and Fulfilment Service, with a flexible and scalable deployment model that supports a 3PL to grow and become self sufficient with a new service offering.





# A Solution for Retail, D2C, 3PL, B2B & B2C Distributors... A Solution for Everyone

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Already, a host of global organisations are realising the benefits of Blue Yonder's OMS microservices. Whether it's retailers seeking to better connect and manage their inventory, or manufacturers embarking on their own D2C ecommerce journeys, the benefits remain the same.

It's why our portfolio already includes the likes of ASDA, Petco, Sunbelt, Walgreens, Urban Outfitters and many more leaders from their respective sectors.

But not every retailer is currently enjoying the benefits of an augmented digital infrastructure, to realise more holistic and data-driven order management.

So, as a 3PL partner, why not bring that value-add revenue stream into the equation on their behalf? Not only does it add another string to your bow, but it promotes a sense of loyalty and collaboration at a time where retailers are juggling so much change on their own.

Recent go-lives...

**ASDA**

**petco**

**SUNBELT**  
RENTALS

*Walgreens*

**URBAN OUTFITTERS**







## CASE STUDY

# GXO

### Priority:

- Offer customers the best Fulfillment as a Service (FaaS) with value added services to optimize time and cost to serve
- Resolve slow customer on-boarding
- Replace In-house built technology did not have tightly integrated processes between OMS & WMS
- Capture growing 3PL market

### Blue Yonder's Value Proposition:

- Create the best client experience
- Inventory visibility across all sites to expose to their customers in milliseconds
- Sourcing rules optimize fulfillment expenses to reduce margin impact
- Fast onboarding for existing and new clients
- Rapid Deployment & Expansion
- 2-4 weeks per site – 10 new sites before 2023 peak
- Optimized order orchestration and execution enabled by seamless integration between OMS & WMS

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# GXO

N. America 3PL servicing a diverse portfolio of Fortune 100 companies



Visibility across all inventory & orders



Rapid onboarding & expansion



Enhanced customer experience & profitability



Please do get in touch to find out more about Blue Yonder's order management microservices, and how they can expand your 3PL service offerings

[Get in touch](#)