OROCommerce™ KÖRBER

Order Management and eCommerce:

A Powerful Combination for B2B & D2C Success

The Benefits of Balancing Commerce and Order Management Operations

Order Management Systems (OMS) and eCommerce platforms exist for different reasons and perform different functions in the world of commerce. A company's goals and the challenges to serve their customers determine the need.

When analyzed and understood correctly, by experts in the industry, the question is not one or the other. The question is "at what point in my growth and journey do I need both"?

Every company needs an eCommerce platform. And every company needs to transact. This is a foregone conclusion regardless of how many systems you are tying together in retail, eTail, and B2C. The B2B world, however, is a completely different world that has unique approaches, understanding, vernacular, capabilities, demands, and knowledge. B2B is also a world where the words eCommerce and commerce are synonyms; B2B companies have been conducting eCommerce via EDI since the 60s.

Two systems are driving today's commerce and supply chain strategies in B2B markets, and both require your attention. For future-proof sales and revenue growth, and to create stellar customer buying experiences, the priority is the selection of an eCommerce platform. For operational efficiencies, margin improvements, complex order orchestration, allocation & fulfillment as well as overall supply chain control across the proliferation of commerce channels, the priority is the selection of an Order Management System (OMS).

eCommerce and OMS represent two crucial facets of B2B commerce business: the front-end, customer-facing experiences and operations, and the backend process optimization and supply chain control.

> Just as you wouldn't invest in IoT and robots on your factory floor only to use horses to ship your goods to customers, it would be unwise to heavily invest in one side of your business—leaving the other lagging far behind. **Steady and well-balanced growth can only be achieved when you leverage both.**

OroCommerce and Körber Supply Chain have forged a Partnership to help mature and growing businesses address both. Our combined approach and focus on the needs of the B2B market brings two purpose-built solutions, B2B Commerce and Order Management to market. This partnership understands the nuances of brands, manufacturers, wholesalers, distributors, etc., to address the mission-critical strategies that will future-proof your commerce and supply chain business strategies.

Today's B2B Business Challenges

Analysts point to, and we recognize, these types of complex B2B commerce challenges that require a combined eCommerce & OMS strategy alongside other enterprise (e.g., ERP) investments:

B2B Challenges

Solved by OMS	Solved by an eCommerce Platform
Multiple Fulfillment Types (3PL, drop-ship, build-to-order, etc.)	"n"tier pricing and catalog complexity
Many potential Fulfillment Locations in a global distribution network	Understanding of global inventory ATP, ATS, and other statuses
Available, Attributed and Future Inventory	Rigid structure and change management
Service Level Agreements requiring complex Order Orchestration and Fulfillment rules	Demand for multiple hierarchical enterprise, buying and personalization requirements/considerations
Variety of Product Categories	Manual workflows
Multiple ERP Systems	Regionalized commerce interfaces and systems

B2B selling relies on engagement, consultation, negotiation, and collaboration. But the real challenge is engaging with customers in the way that they want to engage. The value of an OMS is that it supports a "single version of the truth" with a channel-agnostic approach, across the entire capture-to-close order lifecycle. This approach allows clients at all levels to transact in their preferred method (i.e., EDI) and trust that their specific order processing requirements, SLAs and expectations will be met with flawless execution.

The Game-Changing Integration & Partnership

Oro and Körber are uniquely well-positioned to address the needs of mature and growing businesses in manufacturing and distribution that recognize the future is digital. Both solutions are B2B-first by design, which means a high emphasis on handling the scale, complexity, and variety of business operations, as well as on the importance of personalization and flexibility built into the very foundation of each of the systems. Together, Oro and Körber address the distinct needs of your clients across small, medium, and enterprise businesses via a unified commerce experience that spans the end-to-end order lifecycle.

The OroCommerce platform does everything you would assume an eCommerce application does; moreover, OroCommerce addresses the nuances of the B2B buying experience and the requirements B2B companies need from an eCommerce application, including:

- Online Buying / B2B Customer Portal

- Multiple Shopping Lists

- Tiered Rule-based Pricing

- RFQs and Order Negotiation

- Support for Large Catalogs

- Automated Workflows

- Personalization Capabilities

- Corporate Hierarchies for buyers for smooth B2B buying experiences

- Multi-website, multi-organization, and localization capabilities

- Built-in CRM capabilities

- Ease of customization and integration with other business-critical systems

The Körber Order Management System (OMS) becomes increasingly critical as the organizations' processes, customers, participants and distribution network become more complex and needs to scale. An eCommerce application may adequately manage the order lifecycle in a linear, and self-contained manner; however, in a complex, distributed B2B network, the ability to manage customer expectations requires:

- Global **Inventory Visibility** (status and owner agnostic), **Allocation** and management

- Line level, split order **Orchestration & Fulfillment**

- Fair Share allocation and extended **B2B**-specific logic

- Model individual clients' **SLAs** for fail-safe end-to-end order processing

- Pivot fulfillment plans and allocation processes in hours

- Vendor Drop Ship & Merge Shipment

- Integrated Platform-as-a-Service **(iPaaS)**; pre-built integrations and connectors

- Full-service **Customer Care**

- **Exception** management and real-time communication

- Onboard new clients in days

The eCommerce Platform and the OMS must all work together with the goal of each doing what each does best, without overextending beyond the "built for purpose" role of each.

The more channels you leverage to create and accept orders, the more participants in your network, the more distributed your network becomes, and the more order and fulfillment types you encounter, the more you will require an OMS to orchestrate and oversee the efficiency and accuracy of your execution.

Order Capture System Example

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> Companies stating that they use ERP and eCommerce for OMS should not summarily dismiss the value of an OMS in addition to, and in conjunction with, their ERP and eCommerce. These three systems coexist and work in harmony...the advantages are too great, the efficiencies are exponential, the margin improvements are validated and the cost reduction through system rationalization is groundbreaking.
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> MATT BOLAND, DIRECTOR - OMS PARTNERSHIPS AT KÖRBER SUPPLY CHAIN SOFTWARE

About Körber Supply Chain

Supply chains are growing more complex by the day. Körber uniquely provides a broad range of proven, end-to-end supply chain solutions fitting any business size, strategy or appetite for growth. Our customers conquer the complexity of the supply chain thanks to our portfolio that includes software, voice, and robotics solutions,– plus the expertise to tie it all together. Conquer supply chain complexity with Körber. The Business Area Supply Chain is part of the global technology group Körber. Find out more on www.koerber-supplychain-software.com.

About OroCommerce

OroCommerce, the leading cloud-based B2B digital commerce platform, fuels digital transformation for manufacturers, distributors, and wholesalers. Our solution facilitates launching multiple websites and portals for different brands, business models, territories, and core models. OroCommerce has unique capabilities including OroCommerce CRM and OroCommerce Marketplace—analyst-recognized tools for all business use cases. OroCommerce offers robust API coverage, an expansive extensions store, and a customization ready platform to ensure your B2B eCommerce platform integrates with other systems, including eProcurement, ERP, PIM, and CRM. To learn more visit www.oroinc.com.