

Oracle Retail Order Orchestration Cloud Service

Oracle Retail Order Orchestration Cloud Service is a distributed order broker and drop ship software solution that enables retailers to fulfill a customer's order where and how they want. Oracle Retail Order Orchestration Cloud Service provides the real-time inventory information necessary to complete transactions on-demand by having the available-to-promise inventory numbers for the enterprise.

The business configures order shopping rules identifying the fulfilling location and can be based on criteria such as the highest inventory levels or closest store. When the item is ordered, Order Orchestration immediately identifies and assigns the order to the fulfilling location, including tracking and managing the order status.

RESERVE FROM REAL-TIME INVENTORY AVAILABILITY

As the pace of retail continues to accelerate, retailers face the challenge of prioritizing inventory to serve various channels. With Order Orchestration, retailers gain critical real-time inventory availability directly from distribution centers and store systems. Order Orchestration's extensive RESTful web services allow orders to be delivered to fulfilling locations upon placement, and retailers receive status updates such as order rejections, cancellations, and shipment notifications. No time is lost fulfilling orders and servicing customers with this extended visibility. The inventory reservation is based on the system and order status. If the location identified by the solution cannot fulfill an order, the application will re-shop the order to the next best fulfilling location, ensuring that the customer receives their order every time.

EMPOWER STORE ASSOCIATES WITH ENDLESS AISLE

The optional Store Connect module is included as part of Order Orchestration. It enables retailers to perform omnichannel transactions within their existing store environments without modifying their POS application. This is accomplished by providing store associates with a simple, intuitive web-based user interface for omnichannel operations. The UI will alert the store to new orders and the status of orders to be managed. The store can view order detail information, perform status updates, print picking slips, and see messages. Store Connect will manage information sent to the store for new orders, pickups, and home delivery orders. Also, the customer is informed with pickup-ready messages when the order pickup process has been completed or the order has shipped.



Key Benefits

- Improves sales margins and increases Gross Margin Return on Investment via a save-the-sale strategy
- Reduces inventory carrying and shipping costs
- Increases customer satisfaction by providing more shopping options to the customer – order anywhere, fulfill from anywhere
- Reduces overhead by eliminating manual send-sale and inter-store transfers
- Satisfies customers' desire for more merchandise selection in the endless aisle – without incurring associated inventory costs
- Connects the touchpoints of ecommerce, order management, and point-of-service and enables one view of the order

MINIMIZE COST AND REDUCE RISK

The optional Oracle Retail Supplier Direct Fulfillment module provides retailers using Oracle Retail Order Orchestration Cloud Service with the flexibility to drop ship an order to a customer directly from the supplier instead of from the retailer's existing inventory. Once a drop ship order is placed, the application automatically sends the order and customer information to the supplier for delivery. Drop ship orders allows the retailer to sell additional products without the cost and risks of maintaining the inventory, giving retailers endless aisle capability.

DRIVING PROFITABLE GROWTH

Implementing Order Orchestration provides retailers with a flexible, effective solution that delivers a rapid return on investment and creates opportunities to build better customer engagement and earn increased customer loyalty. Embedded within Order Orchestration is the Oracle Science Engine, which uses mathematical modeling to analyze margins and identify the most profitable location to fulfill an order – turning data into profit.

Oracle Retail Order Orchestration Cloud Service provides an efficient, low-cost, high-tech method for shipping orders directly to consumers, preparing the retail stores for customer pickup, or requesting a drop ship from a supplier for direct delivery to the customer while maintaining brand identity and optimizing operations.

[Request a demo](#)

Key Features

- *Automated access to real-time inventory information to ensure each sale is captured and processed efficiently*
- *Partial shipment capabilities for improved customer satisfaction*
- *Omnichannel transactions performed from a simple, intuitive user interface*
- *Drop ship from suppliers to minimize costs and risks, enabling endless aisle*
- *Web-based vendor portal enabling vendors to share purchase orders and shipping information to simplify drop shipment*
- *Integrates easily into existing retail inventory applications as well as being pre-integrated with Oracle Retail solutions*

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