



Shipping & Mailing
Management & Tracking



Pitney Bowes and IBM®

Together, delivering solutions that meet the complex demands of Distributed Order Management



Powering omni-channel fulfillment for retail stores

Retailers must find and adopt ways to compete in every area of their business. Some of the world's largest retailers are now turning their stores into mini-distribution hubs to help them compete online against Internet-based retailers. For example, industry giant Best Buy recently launched a 50 store pilot ship-from-store program and large online retailer reported that the ship-from-store solution has saved them \$4 million in orders from out-of-stock inventory.

One of the most foundational capabilities in cross-channel fulfillment is to be able to receive and manage an order from any sales channel. If the item is being shipped from the store, it must be picked, packed and shipped from the closest location to the consignee. This complex exercise requires technology that will enable:

- Simple order fulfillment.
- Evaluation of the best possible shipping rates.
- Transportation option information that is accurate and current.

Retailers are clamoring to put this functionality and logistics in place.

To answer those needs, Pitney Bowes has worked closely with IBM to deliver a complete solution for cross-channel, ship from store fulfillment. Pitney Bowes SendSuite® Live integrates with IBM Sterling Order Management Systems (OMS) to simplify order fulfillment, display rates and services and enable full visibility into transportation information across all client platforms.

This solution combines the steps of the order life cycle into a single, unified process regardless of location or operational workflow.

For more information, call 800 327 8627 or visit us online: pitneybowes.com



Soon all retailers will ride the ship-from store wave

Pitney Bowes SendSuite® Live integrates seamlessly with Sterling Order Management System using a Connector. This enables retailers to balance and optimize parcel fulfillment to customers from central distribution centers and stores. Users gain a single, unified experience within the OMS application and a complete order-to-fulfillment solution that delivers:

- Greater flexibility in carrier choice, as well as flexibility in choosing shipping location. (from the store, warehouse, etc...)
- Enhanced ship-from-store functionality with closed loop tracking for improved customer experience and lower shipping costs.
- Better support for distributed order management and omnichannel sourcing decisions.

Transforming the order life cycle into a single, unified process

Retailers can benefit from our solution in multiple ways, including:

- Accurate shipment pricing at time of order.
- Visibility into total shipping charges of parcel shipments.
- Reducing order fulfillment costs by efficiently orchestrating order and service fulfillment across multiple systems and partners.
- Taking advantage of an intelligent sourcing engine, central order repository and priority-based allocation of orders to increase profits
- Improving supply chain efficiencies by consolidating inventory from multiple systems, generating a single view of all supply and demand.
- Aggregating inventory to reduce lost sales due to out-of-stock situations and improved utilization of all inventory.

Improving the customer experience

Retailers can improve their customers satisfaction with:

- Out-of-the-box workflows to address exception scenarios.
- Modeling engines that manage processes shared across the extended enterprise.
- Support for omni-channel sourcing decisions: store versus warehouse.

- Extended business rules to stores: reduce costs and improve customer experience.
- Centralized consistent delivery and execution against all fulfillment options.

Solution highlights

Sterling Order Management System (OMS) provides a centralized inventory, order promising and fulfillment hub to support omni-channel fulfillment.

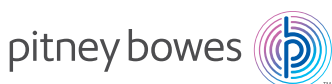
It helps enterprises:

- Increase fill rates and inventory turns.
- Reduce markdowns.
- Improve customer loyalty.
- Increase share of wallet.

Sterling Order Management enables you to make better decisions about how to promise and fulfill customer orders, resulting in improved profitability and customer satisfaction.

SendSuite Live is a scalable parcel and logistics management solution that allows you to:

- Compare rates from multiple carriers.
- Enforce business rules throughout the enterprise.
- Gain visibility into global shipping operations.
- Optimize and streamline retail shipping operations.



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