

# COLUMBUS CONSULTING EXECUTIVE BRIEF

## DID YOU KNOW:

**37% OF US CONSUMERS ARE  
LESS LIKELY TO VISIT A STORE  
IF ITS IN-STORE INVENTORY IS  
NOT AVAILABLE ONLINE**  
[FORRESTER]

## Value of an OMS solution:

- Improved customer satisfaction
- Time savings
- Increased productivity
- Cost reductions
- Increased revenue
- Higher order accuracy
- Higher address accuracy
- More nimble order routing
- Less coding, more intuitive operations



## TIPS FOR SUCCESSFUL OMS IMPLEMENTATION

Every retailer or brand that sells online needs a solution to manage orders. Some utilize manual processes or their ERP, but many rely on an Order Management System (OMS). How an OMS is used can vary widely, depending on the types of customers (B2B, B2C, or DTC), methods of fulfillment (warehouse, store or vendor dropship), and the level of customer engagement you are looking to achieve.

An OMS impacts nearly every retail workstream, from warehouse to customer services. Because an OMS is so entwined in an organization and its technology landscape, how you implement a solution can ensure success or lead to unintended consequences.

One critical key to success is to outline the OMS journey from the customer perspective, as well as the business flow and technology integration.

## ADDITIONAL INSIGHTS:

### Make it a business priority

- Have the business take ownership to help improve operations and ensure buy-in
- Ensure there are ample resources who are dedicated to the project and that there is bandwidth for regular activities

### Have a detailed plan including change management

- Establish a roadmap and communication plan upfront
- Appoint a "change champion"

### Stay the course

- Manage the scope by minimizing modifications or add-on requirements
- Consider a phased rollout plan, such as piloting in a small geographic location to minimize impact while identifying issues

### Focus on teamwork

- Include customer service and field/store teams in the testing
- Support on-going, cross-functional training to embrace change management
- Work with OMS partners who understand retail



## Meet an expert

### Kris Merz

our team of over 250 retail consulting practitioners all have career experience with leading global brands. Each of our consultants pride themselves on building long-term trusting relationships.

**Kris** is a seasoned global retail technology executive with a wealth of expertise in driving strategy and executing large-scale technology and business transformations that fuel growth, elevate performance, and enhance profitability. Kris excels at seamlessly connecting people, technology, and processes to execute initiatives effectively. Her extensive knowledge includes work on OMS, ERPs, POS, CDPs and a wide array of Unified Commerce systems.

**Columbus Consulting** is a leading retail consulting practice, transforming the **retail, grocery and CPG** industries by offering services from strategy through implementation.

We aren't just consultants, **we are industry experts** who actually practiced our trade and pride ourselves on trust and integrity.

**For over 20 years**, we have helped retailers in the US, Canada and EMEA markets. We **hit the ground running and work side by side** with our client teams--overseeing and executing projects through to completion.

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**If you do it, we do it. Strategy through implementation.**



UNIFIED  
COMMERCE



MERCHANDISING  
& CATEGORY  
MANAGEMENT



PLANNING &  
INVENTORY  
MANAGEMENT



SOURCING &  
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DATA &  
ANALYTICS



ACCOUNTING,  
FINANCE &  
OPERATIONS



PEOPLE &  
ORGANIZATION



INFORMATION  
TECHNOLOGY



*Find out more about how Columbus Consulting can help you on your OMS journey--from audit to selection and implementation.*

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