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## Solution Series: Retail

# OMNI-CHANNEL ORCHESTRATION

Optimizing complex transactions requires smart connections and smarter interactions

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**Your problem:** The world of omni-channel commerce can be excruciatingly complex. There are different customer interaction channels, different inventory sources for storing and sourcing products, and different intermediary agents who facilitate the movement of goods that ultimately wind up in the hands of your customers. Even more challenging: The omni-channel world is rife with different software tools supporting different parts of the overall environment—and if they interact poorly, they can complicate delivery, degrade the customer experience and siphon off the slim margins you have.

**Software AG solution:** Use an omni-channel orchestration system that facilitates the movement of goods, services and information among all the nodes in an omni-channel retail environment. The solution: streamlines processes for optimal transaction execution; facilitates the exchange of information among all channels, inventory management and intermediary systems; and enables a retailer to evolve and adapt quickly to customer needs and emerging opportunities. You can keep your omni-channel customer promise, deliver an excellent customer experience and protect the margins you have worked for.

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## Problem details

Customers may never be wrong, but they will always be predictably unpredictable. They want to browse and purchase merchandise in stores; they want to shop online and have an item delivered to the home; they want to purchase items via an app on a smartphone and pick them up at the local store. You've tried (and continue to try) to fulfill all their wishes, but the complexity orchestrating all the systems and processes behind the scenes can be costly and overwhelming. You've got POS systems supporting stores, e-commerce and m-commerce systems supporting websites and mobile applications, CRM systems supporting telephone sales and more. There are different inventory management systems in your stores and warehouses, so determining what (and where) your stock levels are is difficult—yet your ability to meet customer expectations and deliver a compelling experience depends upon this insight.

The complexity does not end there, but the point is made. How can you orchestrate the interaction of your customer transaction systems and inventory source systems—to say nothing about the systems used by the third-party shipping and logistics firms that move goods to and fro for you—so that you can meet customer needs, stay ahead of the competition and still make money?

Software AG approaches this challenge with an omni-channel solution designed to embrace the systems you already have in place and enable them to work—together—to deliver the goods for you and your

## What's the Software AG difference?

**An omni-channel orchestration solution designed to connect, enable and streamline the order, processing and delivery aspects of a customer purchase through any channel:**

- Configuration-based approach to expand as new channels and routes to market are required
- Built for interaction and multi-party connectivity
- Configured for real-time action in response to customer demand
- Adaptable to meet ever-evolving demands
- Independent of ERP and other systems—internal and external—providing unrivaled flexibility
- Underpinned by analyst-recognized leading technology for process orchestration and data connectivity

## Software AG's Solution

### Built for integration and multi-party connectivity

- Software AG's webMethods Integration Platform facilitates the movement of both information and instructions among all nodes in the omni-channel matrix—from customer transaction points such as a store or an app to the inventory source points (whether they be warehouses or vendor stores) as well as the external connection points that integrate a third-party shipper or collection point operator
- Connectivity tools can rapidly share and synchronize data among multiple parties and processes

### Configured for real-time action in response to customer demand

- Data connectivity tools connect to Software AG's in-memory technology tools, process orchestration tools and real-time monitoring tools to enable both the real-time analysis of each and every transaction taking place on every channel as well as the ability to act quickly upon the demands discovered in that analysis

### Flexibility to meet ever-evolving demands

- Because Software AG is technology and platform agnostic and because it architects solutions for optimal interaction with a wide range of systems and data feeds, you gain the ability to interact optimally with whatever systems and services you require
- Scalability is built into the omni-channel solution, too, ensuring not only that you can grow to meet tomorrow's broad demand—on whatever channels it may arrive—but also that you can always scale processes to meet the peaks and valleys that accompany retail operations from day to day

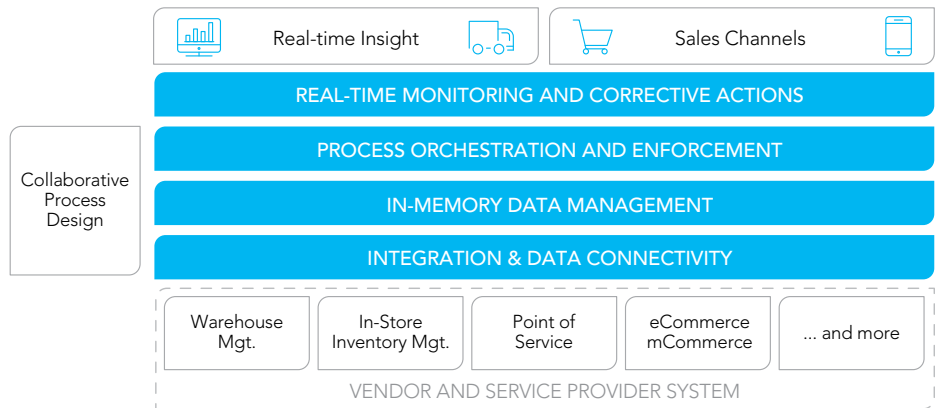
customers. Our solution is built for multi-party connectivity, bringing together all the systems involved in connecting your customers to your products, internally as well as externally. It provides for adaptable process design, so you can expand and evolve your solution over time. It enables super-fast response times for an optimal customer experience, and it provides scalable process orchestration so that the customer's experience—through any channel—is always optimal, even during peaks in demand. It even provides services that facilitate automated monitoring and correction, looking for and fixing issues before they become real problems.

Omni-channel is the challenge that retailers must all eventually embrace, and relying on Software AG to help you makes sense. You'll achieve faster time-to-value by leveraging our proven track record with more than 50 of the world's largest retailers and global leadership in process

and data orchestration and streaming real-time analytics. You'll get support when and where you need it with our more than 2,200 expert consultants in more than 70 countries. Count on freedom of choice, since our technology is platform-independent. Increase efficiencies, thanks to our longstanding support for industry standards. Bring all these elements together, and they spell success for your omni-channel orchestration.

## Critical aspects of an omni-channel orchestration solution

- Process design adaptability and multi-party connectivity
- Rapid responsiveness
- Scalability and flexibility
- Automated monitoring and correction



Omni-Channel Orchestration Powered by Software AG's Digital Business Platform

## ABOUT SOFTWARE AG

Software AG offers the world's first Digital Business Platform. Recognized as a leader by the industry's top analyst firms, Software AG helps you combine existing systems on premises and in the cloud into a single platform to optimize your business and delight your customers. With Software AG, you can rapidly build and deploy digital business applications to exploit real-time market opportunities. Get maximum value from big data, make better decisions with streaming analytics, achieve more with the Internet of Things, and respond faster to shifting regulations and threats with intelligent governance, risk and compliance. The world's top brands trust Software AG to help them rapidly innovate, differentiate and win in the digital world. Learn more at [www.SoftwareAG.com](http://www.SoftwareAG.com).

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