Microsoft Dynamics 365

# Top Five Reasons to Update your Order Management Solution

Order management has reached a new level of importance. Across the globe, retail, manufacturing, and distribution companies need to adapt to explosive growth in new order channels. Customers are buying through websites and apps and expecting to be able to pick up products in the store, at a partner location, curbside, or through a delivery window. The competition is always waiting: one delayed order can lose a customer forever.

Retail, manufacturing, and distribution companies need to adapt to meet these changing customer demands. Having the right technology is a foundation for competitive advantage.

Let's look at five ways that cloud-based order management software helps businesses compete in a changing world.

01 /
Create a single source of truth for the entire order lifecycle

44%
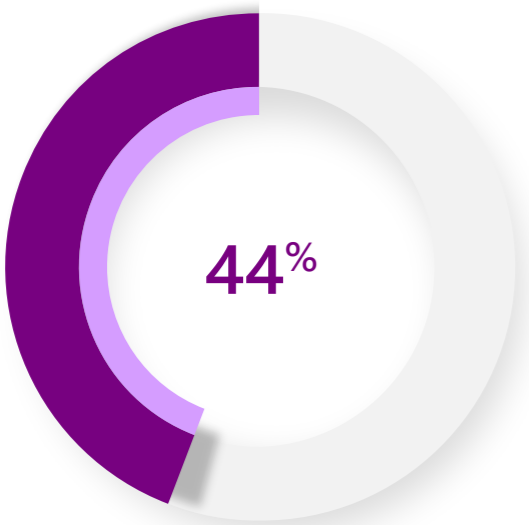
44% of retail decision-makers face challenges associated with data stored in separated applications or systems with little integration between them.

The Digital Commerce Imperative - A Forrester Consulting Thought Leadership Paper Commissioned by Microsoft, January 2021.

Cloud-based order orchestration provides a robust data platform built to synchronize large quantities of order and fulfillment data from any source. **Pre-built connectors** enable your order management software to ingest data from all relevant systems and make it available wherever it is needed.

02 /
Provide real-time order visibility

42%
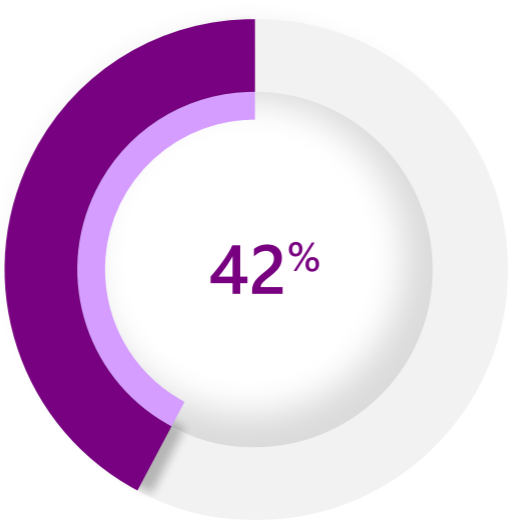
According to a Gartner®[1] survey, "**42% of surveyed retailers** identified a lack of advanced digital technologies as one of the top three barriers to increased supply chain resilience."

Gartner®. Transforming Retail Supply Chain. 2021.

A single source of data truth lays the foundation for success for your supply chain team by providing **real-time order visibility** to internal teams, customers, and partners.

03 /
Orchestrate omnichannel fulfillment with AI and automation

56%
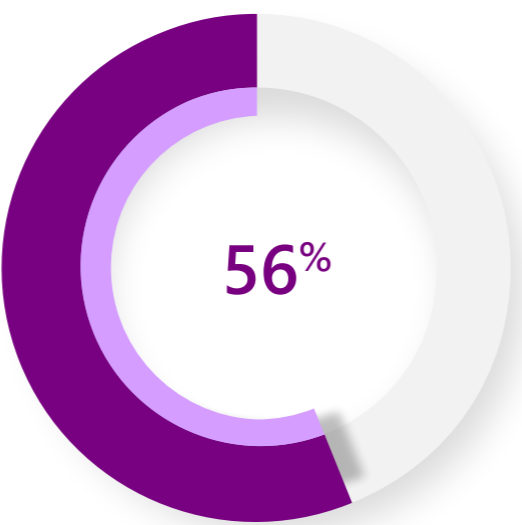
56% of companies report that one of the most important aspects of supply chain agility is increasing the use of machine learning and AI to drive process automation.

The Digital Commerce Imperative - A Forrester Consulting Thought Leadership Paper Commissioned by Microsoft, January 2021.

Using an **AI-enabled** distributed order management solution allows you to **automate omnichannel order routing** based on multiple complex variables.

04 /
Build resilience and agility with scalable self-service technology

3.7 yrs ⚠

Frequency of supply chain disruptions lasting a month or longer; average across industries.

McKinsey & Company. Risk, resilience, and rebalancing in global value chains, 2020.

More agile	96%
More resilient	90%

According to a Gartner®[1] survey, "Nearly all retailers are planning to invest to make their supply chains more agile (96%) and resilient (90%) by 2022."

Gartner®. Transforming Retail Supply Chain. 2021.

Choose a solution that prioritizes a **self-service approach** to updating processes, with **easy-to-use drag and drop tools** that don't require coding for order orchestration design and event-driven exception handling.

05 /
Modernize faster than the competition
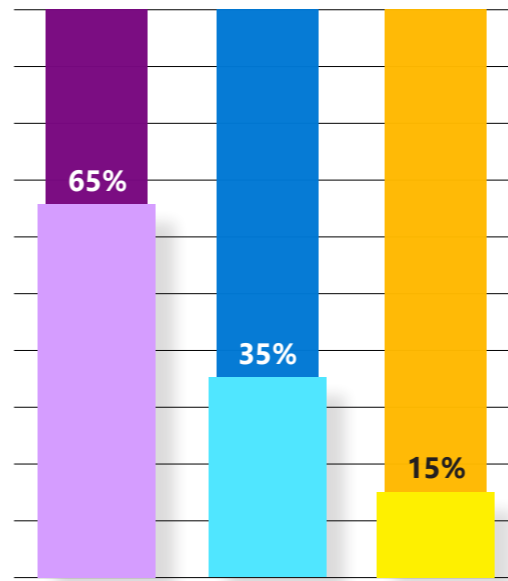
- ■ Service levels — **65%**
- ■ Inventory levels — **35%**
- ■ Logistics costs — **15%**

Improvements from successfully implementing AI-enabled supply chain management.

McKinsey & Company. Succeeding in the AI supply-chain revolution, 2021.

On-premises order management systems can take a year or more to deploy. Cloud-based solutions, on the other hand, can be **quickly deployed and easily connect to existing systems and data**, including ERP and CRM platforms.

Deliver on your order promise with Microsoft Dynamics 365 Intelligent Order Management

Traditional order management solutions lack the flexibility to meet the needs of modern commerce. However, replacing legacy systems is not necessarily the right approach for all businesses.

By taking advantage of modern cloud technology, you can integrate with your existing platforms and quickly implement new capabilities that enable AI, automation, order flow orchestration, and on-demand scalability. As a result, you can transform your ability to deliver on your order promise.

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The Savvy CSCO's Guide to Transforming Order Management
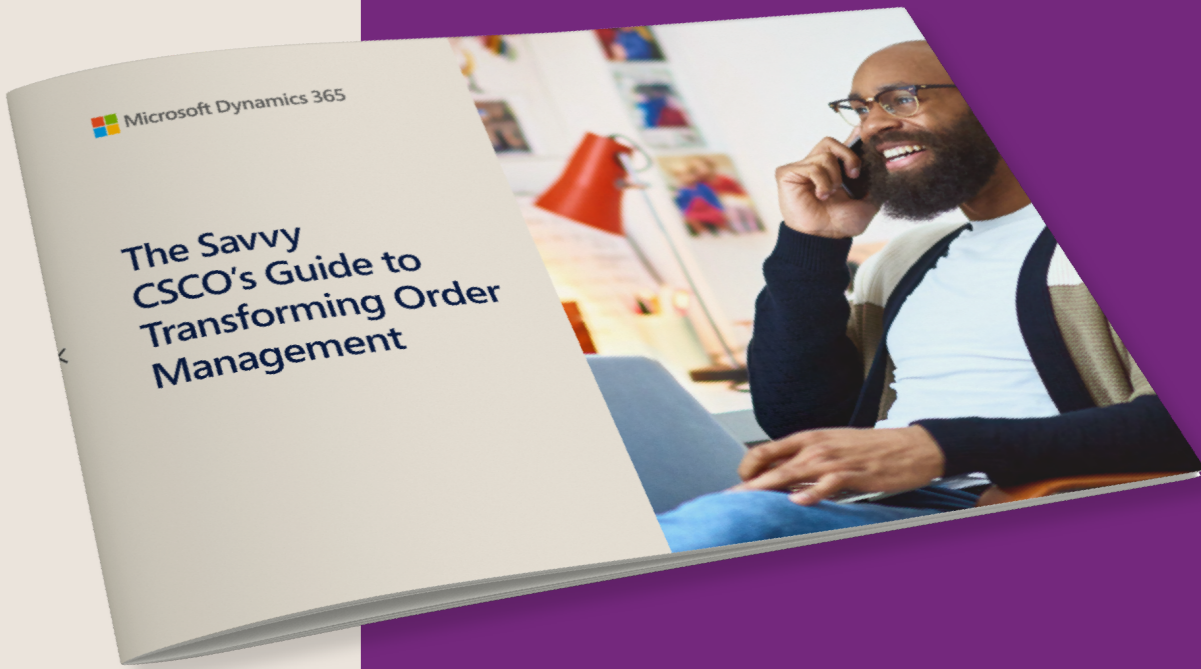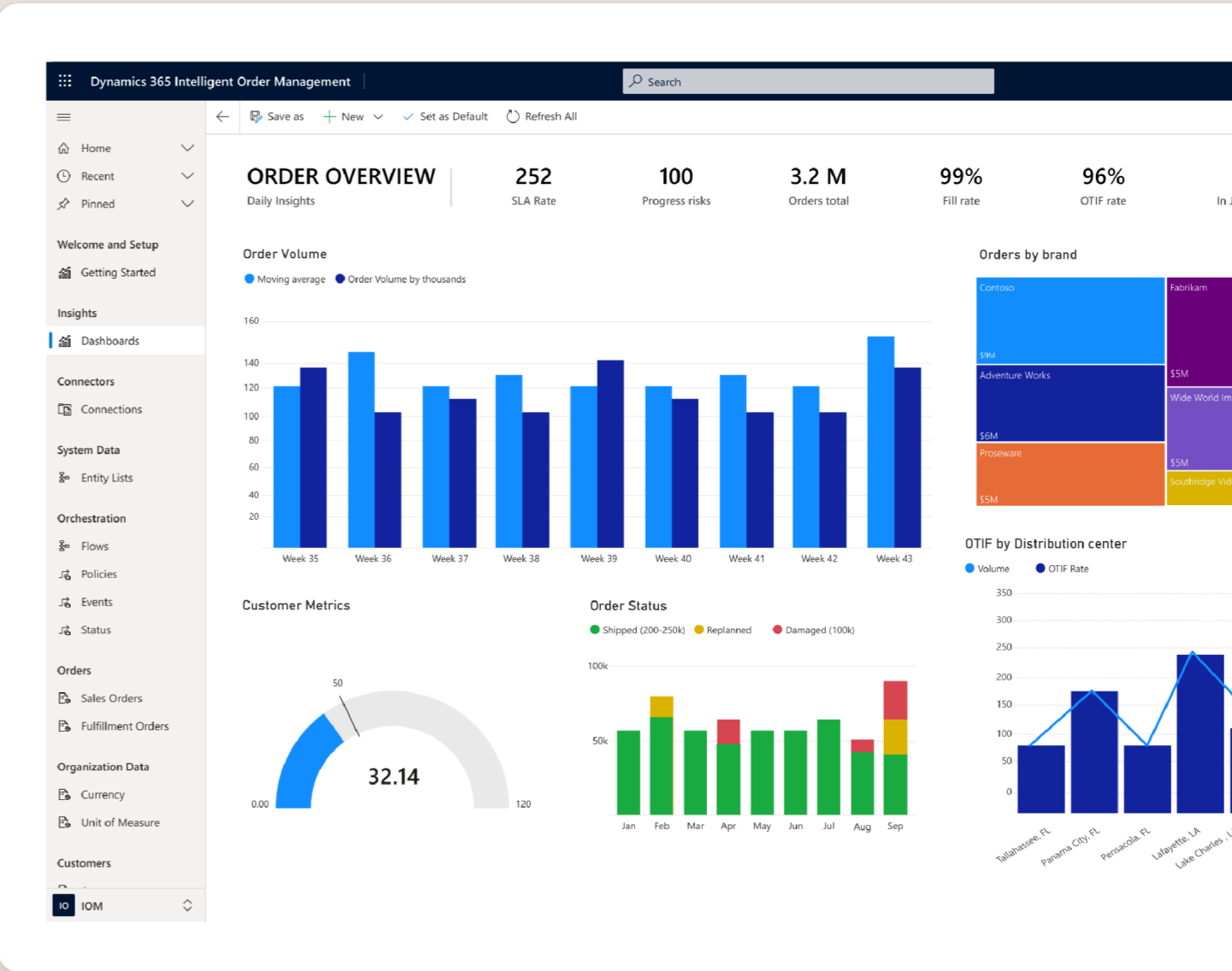
This infographic is the executive summary of our eBook, "The Savvy CSCO's Guide to Transforming Order Management," where we explore the top five reasons to update your order management solution.

→ **Learn more**

Contact us today to learn how to optimize fulfillment with Dynamics 365 Intelligent Order Management.

→ **Contact us**