IBM **Commerce**

*Do more with your IBM Order Management solution with **Omni Order Visibility!***

Give your <u>business</u> a 360° view of customer buying patterns. Give your <u>customer</u> a 360° view of order status and history.

***Omni Order Visibility** is a fast and efficient approach to help you gain unparalleled customer satisfaction by enabling real time order visibility and enrichment.*

Omni Order Visibility gives you 360° view of order and related entities like shipments, invoices and work orders across channels and systems for the entire enterprise in just 6-8 weeks using a low-cost, zero risk solution, without impacting business continuity.

Client value:
- Availability of centralized system for 360° view of customer order and customer buying patterns
- Availability of ancillary order information like images, documents and signatures
- Brand positioning due to order status transparency
- Auditing of historical order data

Business benefits:
- Immediate 360° view of orders and order related entities
- Ability to expose simplified Google-like search to match against multiple attributes on the order
- Store and retrieve orders and ancillary data about the orders including images, multimedia, emails and social media feedback
- Extract trends and run analytics using the big data store to influence order fulfillment process/marketing
- Access to order history to review returns and related policy

Solution benefits
- Provides customer buying patterns across every channel
- Seamless customer experience across channels
- Enables customers to make smarter decision on promotions, replenishment and markdowns
- Visibility across enterprise (marketing, finance, legal) enabling data-based decision making

Get a faster return on your investment with guidance and direction from IBM Software Services experts.

For more information
Contact your IBM sales representative or visit
www.ibm.com/software/products/en/category/commerce.

IBM Services
IBM uses a global, blended delivery approach that ensures the successful delivery of every project by minimizing risk and managing the timeline, responsibilities and costs.