

[ Brand Logo]

## Order Management System (Omni Channel)

### Process Flow

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## 1. Introduction:

- An omnichannel order management system is necessary for e-commerce to track orders, inventory, and fulfilment. For an e-commerce business an effective OMS is necessary to manage orders fulfilment.
- Omnichannel order management system makes every retail channel's inventory fully available from any location and provides consumers with the freedom to purchase from online.

## 2. Channels for Multicounty:

- The omnichannel OMS will be able to create/ add multiple store channels.
- For each country there will be separate channel.
- For Example: CLIENT NAME UAE Store having separate channel and CLIENT NAME Qatar Store having separate channel etc.
- Each store has a unique store id which is mapped with OMS.
- The Store id of OMS and ERP has to be the same.

## 3. Inventory Management:

- OMS software has inventory management functionality. You can use this to view and update stock for your products. When the system receives an order, it updates your inventory records in real-time.
- Inventory will be updated to ensure there are no synchronization issues when integrating with other systems.
- The system syncs this information across all stores to ensure inventory levels are accurate at all times.
- Oms needs to provide a real-time view of orders & inventory across channels.
- Inventory will be managed at store level in OMS.
- **Sales Posting & Stock Adjustment:** In ERP (Oracle / Navision) sales recording and stock adjustment will be done through API call from Oracle/ Navision to OMS and no manual intervention require.

- Store wise Inventory integration: Store wise inventory will be integrated with ERP to order management system (ERP → OMS).
- Global inventory will be managed in ecommerce backend panel.
- Web global inventory integration: Global inventory for the website will be managed by ERP to OMS and OMS to Magento (ERP → OMS → Magento).

#### 4. Payment processing:

- Payment gateway (Checkout) will be integrated with Magento panel.
- 3<sup>rd</sup> Party Payment Gateway (Checkout) will be integrated in the Magento system which will allow customer for making the purchase on website by credit card, debit card and net banking etc.
- Customer places an order on the web store. Payment gateway encrypts data and sends it to the payment processor.
- Payment processor verifies that the customer data is correct and sends the data to the customer bank to approve or deny the transaction.
- Payment gateway receives a response from the payment processor and sends transaction details to the merchant's website (Magento).

#### 5. Ship From Store:

- Ship from store is a fulfillment process, by which retailers use stock from their store estate to fulfil orders. As a truly omnichannel process, the orders might have come from any channel, for example the website. Fulfilling orders in this way makes the store into a virtual distribution hub.
- In the process, store assistant uses the fulfillment process to ship the item(s) directly to the customer from the store.
- The orders are ship from the offline store making it an active order fulfillment center.
- To make Ship from Store work at its optimum, retailers need 100% real-time visibility of their complete inventory, across all channels.
- OMS have to manage real time visibility of inventory.

## 6. Fulfilment Process:

- Once the order will receive from Magento to OMS after that fulfillment logic will be take care by Omnichannel Order management system.
- third-party logistics will be integrated with Omnichannel order management system and Omnichannel OMS will be integrated with Magento.
- All orders will be dispatch from the Warehouse/Store mapped with the respective country in OMS.
- Shipment: OMS systems utilize real-time rating engines to evaluate where to route an order based on cost and service.
- **AWB & Shipping Label:**
  - On Invoice status data will flow from OMS system to logistic aggregator and logistic aggregator will push AWB number, Shipping Labels into OMS system. Shipping label will be printed from OMS system.
  - Once the order has shipped all the order status will be call from 3<sup>rd</sup> party logistic partner (Clickpost) to OMS and OMS to Magento panel in real time.
  - Order status will be flow Clickpost → OMS → Magento.

## 7. Store Level Returns Management/ Buy Online, Return in-store

- If customer deciding they no longer want what was received, the customer takes the items physically back to the store and initiatives either a refund or an exchange for the items.
- After deciding on whether to return or exchange, the goods are brought back to the stores, and order status is updated in part or in full to “returned”.
- If the product is in a suitable condition, it will be restocked on the store, added to the inventory count, and can now be sold to a future customer.
- OMS needs inform about the accurate inventory after each purchase or return stage.

## 8. SMS & Email Integration:

- SMS and email Services will be integrated with Magento panel.
- SMTP details configuration in backend of allows the system to trigger email to user on predefined actions.
- SMS Integration enables Magento store admins to configure automated SMS notifications to the administrator and customers for important order status updates.

## 9. Phase II:

- Click and Collect
- Store wise Inventory Management ERP→OMS→Magento

## 10. Open Point:

- How the Navision/ Oracle sales location and store code location will be working if we remove MIS from Magento?