

Retail store by day, fulfillment center by night

Leading US retailer delivers online orders within two days.



Challenge

Despite ranking among the most visited websites, the retailer lagged behind e-commerce companies in prompt delivery of goods.



Response

The retailer embarked on a fulfillment transformation, repurposing spared capacity of stores into warehouse centers. The business model converts the store network into mini-fulfillment centers.

DAY -1

Online shopping



IT system checks inventory status



Nearest retail store



OR

Warehouse



Logistics



DAY -2

Delivery



Solutions

Our solution integrates with the retailer's order management system for order and invoice feeds as well as product item master for item feeds. It allows scaling up of fulfillment capacity and exponential growth.



Payback

Retailer ships online orders within two days to 99% of households in the US, with a consolidated view of inventory across 450+ stores.

#RethinkRetail

#OmnichannelRetail

#InventoryManagement

#LiveEnterprise

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