**MULTI–BRAND / MULTI–NATIONAL**

**Distributed Order Management**

# Add new brands and global regions with confidence

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## KEY BENEFITS

### Configure fulfillment logic by brand or region

Enable each brand or region to create its own sourcing and allocation logic to satisfy local market needs or customer preferences.

### Use templates for faster rollout

Create reusable templates for Business Processes & Rules and User Roles & Permissions so you can roll out new brands or regions quickly.

### Offer convenient cross-brand shopping

Let customers pickup or return orders at any of your locations.

### Segment inventory by brand or region

Use rules to control what inventory you make Available to Promise to each brand or region so you can easily test new products, markets, or apply different buffer or safety stock levels for each.

### Enable local languages

Let staff use the platform in their local language to reduce training time and user errors.

**Retailers and brands face unique challenges when they expand into new geographic markets or grow through acquisition.** Each market or customer base they serve is different. And they need ways to optimize operations, get the most out of their stock, and reduce the cost to serve. Let's take a look at the distinct challenges of the 'Multi' organization.

## Multi-National

Multi-national retailers often need to accommodate region specific delivery requirements, carriers, or customer expectations. They may have different distribution partners in each region. Or they may want to test a subset of their products in a new market and not offer every item in every region.

## Multi-Brand

At multi-brand organizations, customers of each brand can have very different needs. What drives loyalty and customer satisfaction at one brand may vary greatly from another. For example, this may be a result of selling different product lines (e.g., apparel vs sporting goods), delivery
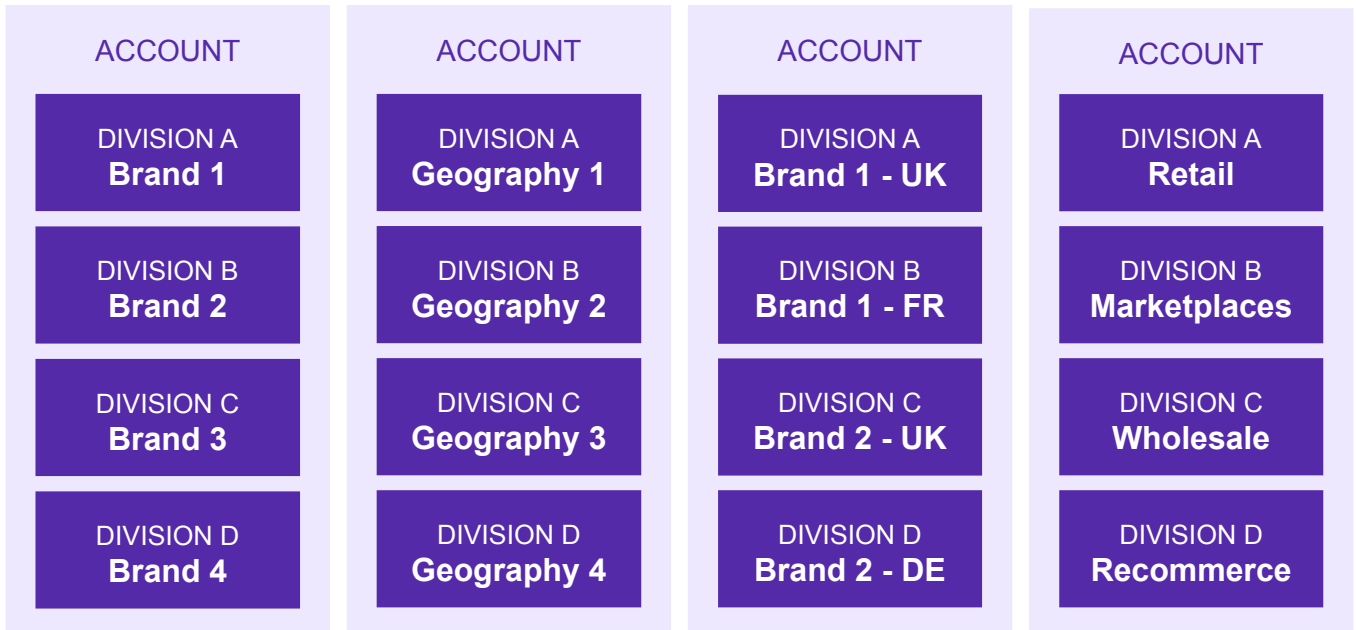
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order management. accelerated.

| ACCOUNT | ACCOUNT | ACCOUNT | ACCOUNT |
|---|---|---|---|
| DIVISION A<br>**Brand 1** | DIVISION A<br>**Geography 1** | DIVISION A<br>**Brand 1 - UK** | DIVISION A<br>**Retail** |
| DIVISION B<br>**Brand 2** | DIVISION B<br>**Geography 2** | DIVISION B<br>**Brand 1 - FR** | DIVISION B<br>**Marketplaces** |
| DIVISION C<br>**Brand 3** | DIVISION C<br>**Geography 3** | DIVISION C<br>**Brand 2 - UK** | DIVISION C<br>**Wholesale** |
| DIVISION D<br>**Brand 4** | DIVISION D<br>**Geography 4** | DIVISION D<br>**Brand 2 - DE** | DIVISION D<br>**Recommerce** |

*Figure 1: The organizational hierarchy in Fluent Order Management is flexible, so you can structure it to fit your business.*

requirements (e.g., small parcels vs bulky items), or perhaps value-added services (e.g., assembly or personalization). And as new brands are added to the portfolio the parent company needs to balance how they can achieve economies of scale yet allow for competitive brand differentiation.

And what if you're both Multi-National and Multi-Brand? The stakes are higher, but so are the opportunities. As long as you have the right technology to help you.

## The Role of a Distributed Order Management System

How can an order management system help you achieve seamless cross-border and cross-brand commerce? The general answer is: it depends on how it's structured.

Not all order management systems do a good job. Some have a rigid structure that can't easily support the 'multi' organization. Yet a flexible hierarchy that can adapt to your go to market model is key. Let's take a look at 5 ways Fluent Order Management supports the multi-national and multi-brand retailer.

## 1. Create the structure to fit your business

In Fluent Order Management, you can set up your organizational structure to best suit your business needs. For example, you might divide your organization into brands or geographies or a combination of both. Or you might set up different types of organizations, such as retail, marketplace, and wholesale. Next, you'll define which data should be unique to each division, and which should be shared.

*Figure 2: User Roles & Permissions, Business Rules & Processes, Locations & Networks and Catalogs can be unique for each division.*



*Figure 3: You can also share User Roles & Permissions, Locations & Networks and Catalogs across divisions.*

Under each division, you can set up:

- **User Roles & Permissions**
- **Locations & Networks**
  - **Locations** - Fulfillment and pickup locations or nodes, which can include DCs, Stores, 3PLs, Lockers, Partner Pickup Locations, Drop Ship Vendors, etc.
  - **Networks** - Logical groups of locations used by your fulfillment logic
- **Catalogs**
  - **Product Catalog** - contains all your SKUs typically imported from a PIM, ERP, or Commerce platform
  - **Inventory Catalog** - tracks how many units of each SKU you have Available to Sell at each location (inventory positions)
  - **Virtual Catalog** - a subset of inventory (with buffers/safety stock and exclusions applied) that you want to make Available to Promise in a given market or channel
- **Business Rules & Processes**

## 2. Share data across divisions

What's more, you can also share this data across your divisions. This allows each division to access all locations and inventory across your organization whilst defining their own rules for how they fulfill orders.

That said, just because inventory and locations are shared doesn't mean you have to sell all that stock via every division. You can also use inventory rules to virtually segment what stock and locations you make Available to Promise to each brand or region. This provides granular control over what you sell where so you can easily:

- Only sell a subset of your products in a particular region
- Test a new product or category in a market
- Apply different buffer or safety stock levels by brand or region
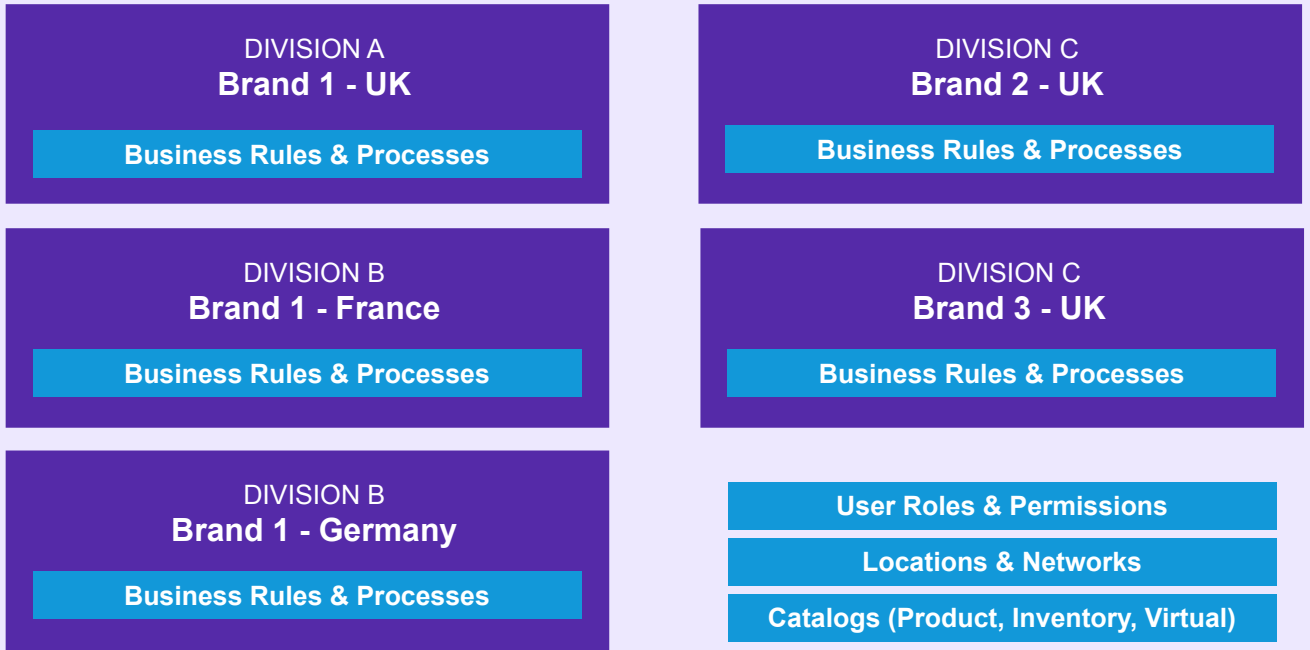
| ACCOUNT | | |
| --- | --- | --- |

**DIVISION A**
**Brand 1 - UK**

Business Rules & Processes

**DIVISION C**
**Brand 2 - UK**

Business Rules & Processes

**DIVISION B**
**Brand 1 - France**

Business Rules & Processes

**DIVISION C**
**Brand 3 - UK**

Business Rules & Processes

**DIVISION B**
**Brand 1 - Germany**

Business Rules & Processes

User Roles & Permissions

Locations & Networks

Catalogs (Product, Inventory, Virtual)

*Figure 4: If you share Locations & Networks and Catalogs across divisions it opens up new options for creating a cross brand shopping experience.*

## 3. Enable an integrated cross-brand experience

When each business unit can access the locations and inventory of other business units, you can explore new fulfillment models. Let's take a look at some options.

### Cross Brand Click and Collect

Let's say you're a multi-brand organization with stores, and you use your stores as pickup locations. Some customers may live closer to a Brand A store, while others will live closer to a Brand B store. If a customer places an order on the Brand A website, can they pick it up from their local Brand B store?

If instead of home delivery, you offer pickup at their closest store, are they more likely to make an additional purchase while they're there?

### Cross Brand Merchandising

While some of your brands may have very distinct products, others may not. What if you could test popular products or accessories from one brand on the online storefront of another? Could you gain new insights into customer segments and behavior? Or increase average order value?

### Cross Brand Returns

No one likes returns. Especially not customers. They're a hassle. But what if you could offer them more convenient return options? If customers can return an online purchase at any of the stores in your network, would that make them more inclined to buy? After all, over 50% of consumers review return policies and processes before making a buying decision.[1]

### Cross Region Fulfillment

What if your French website receives an order that can't be fulfilled from a French DC or store. Can your French website check to see if the item is available in Germany instead?

In short, if you can share stock and locations across your brands and regions, it gives you

new ways to add value and convenience for your customers and provide a truly integrated cross brand experience.

### 4. Use templates to accelerate expansion

As you grow, it's important to maximize economies of scale. That's where templates come in. How do they work?

Say you have 70% common business processes and rules across brands or regions but want to allow for 30% customization. In Fluent Order Management you can create a reusable set of templates for Business Rules & Processes that serves as the base fulfillment logic for each new region or brand. But it can be modified to meet local or brand specific requirements. That way you can accelerate rollout and bring on new brands or regions in a matter of weeks. Templates can be used for user roles and permissions too.

### 5. Provide local language support

Finally, as you expand into new geographic regions, make sure staff can use the system in their local language. Especially store staff who pick and pack online orders. This reduces training time, and user errors - which can be particularly important if you use seasonal workers to support your peak season.

### Summary

Too often, 'Multi' organizations don't take advantage of their joint power as much as they could. Their inventory and location data sits in siloed systems. Moreover, they lack the technology for a unified approach. But with Fluent Order Management you can break down those silos. This means you can truly reap the benefits of scale.

By using a single system to manage all your orders and stock availability around the world, you can offer a fully integrated cross brand experience and get more value from every unit of stock. But the real game changer? When you create reusable templates that let you roll out faster, technology is no longer a barrier to growth, but an accelerator

**Sources**

1. UPS Pulse of the Online Shopper Report 2019

# Manage all your brands and global regions

## See it in Action!

To learn more about how Fluent Order Management can support your brands or global expansion, schedule a demo today.
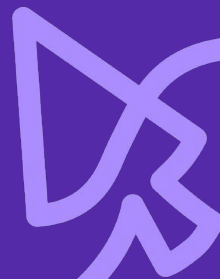
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# Fluent Commerce

Fluent Commerce is a global software company focused on distributed order management for omnichannel retail. Fluent Order Management is a cloud native, fully managed and highly flexible platform. It includes the essential components for unified, headless commerce: Distributed order management, in-store pick and pack, inventory and location management, customer service, fulfillment optimization and reporting. This enables retailers and brands to enhance all their customer touchpoints whilst increasing their profit on every order.

For more information visit https://fluentcommerce.com

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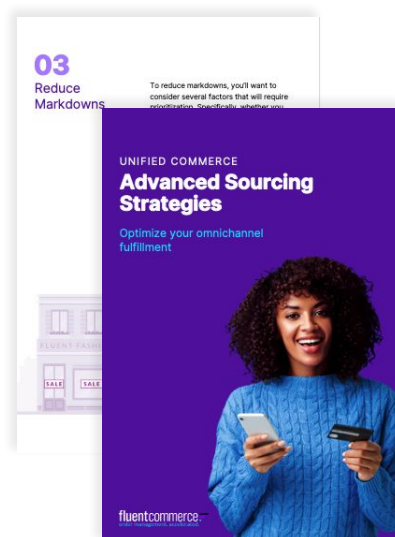
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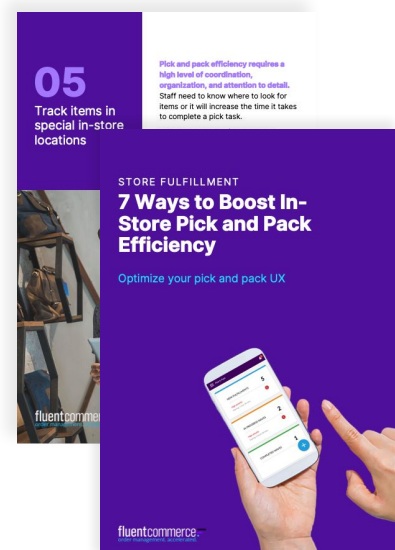
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