Omni-channel fulfillment is not a singular technology addressing a singular problem. Instead, it is a combination of solutions that allow an organization to fulfill orders received from multiple channels through a variety of channels. The key component is to fulfill the orders through the most efficient channel for both the consumer and company.

This study includes five major technologies: warehouse management systems (WMS), transportation management systems (TMS), distributed order management (DOM), inventory optimization/store replenishment, and demand planning. With the exception of WMS, each technology fulfills a previous technology gap, representing a large opportunity for companies to refine and improve their omni-channel operations.

E-commerce growth is fueling the rise in omni-channel fulfillment. Findings from a recent ARC survey on omni-channel fulfillment suggests that e-commerce revenues have increased 51 percent over the last five years, and are expected to grow 42 percent in the next five years. This continued growth will make it more important for organizations to fulfill orders through the most efficient channel, regardless of where the orders originate. This is the foundation of omni-channel fulfillment.

The omni-channel fulfillment market is one of the faster growing and most intriguing area within supply chain management today. Other strategic questions answered include:

- What industry, technology, and regional trends impact the omni-channel fulfillment market?
- What other factors are driving growth in the omni-channel fulfillment market?
- What factors are inhibiting growth in the omni-channel fulfillment market?
- What are the key strategies for success in the omni-channel fulfillment market?

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