An omni-channel order management systems (OMS) allows an organization to capture all information in the order management process across all relevant channels. This includes the entry of the order, sourcing, payment, and fulfillment information. All fulfillment channels have access to the information, and the retailer can appropriately allocate the inventory depending on stock levels, demand requirements, and timing of fulfillment.

Today’s increasingly complex orders is a key factor driving growth in the market. With more options for customers regarding order and delivery, organizations will continue to deal with greater variability and more complex order fulfillment. This makes flexibility in leveraging all supply chain network partners even more critical.

There is also a blurring of the lines between the B2B and B2C markets. As more brands decide to go direct to the consumer, the business model is changing. Rather than simply supplying a store with merchandise, these brands now sell directly to consumers. This opens a new market of prospective customers for the OMS suppliers.

One of the most important market trends is the transition to software-as-a-service (SaaS). This impacts the market in a number of ways, enabling smaller companies to deploy these complex solutions.

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OMS suppliers face a number of strategic issues. For example:

- Integration issues abound. There are significant challenges from an integration standpoint, in terms of both technology and business processes that are slowing the growth and overall expansion of omni-channel operations.
- Many retailers appear to be reluctant to invest in these solutions. These companies are hesitant to rip and replace legacy systems, which can lengthen sales cycles.

This research is available as a Market Intelligence Workbook (Excel) and/or a concise, executive-level Market Analysis Report (PDF), with or without detailed charts.

### RESEARCH FOCUS AREAS

#### STRATEGIC ANALYSIS
- Major Trends
- Regional Trends
- Industry Trends
- Strategic Recommendations

#### COMPETITIVE ANALYSIS
- Market Shares of the Leading Suppliers
- Market Shares by Region
  - North America
  - Europe, Middle East, Africa
  - Asia
  - Latin America
- Market Shares by Revenue Category
  - Software
  - Implementation Services
  - Maintenance/Support Services
  - SaaS/Hosting
- Market Shares by Industry
  - Automotive
  - Electronics and Electrical
  - Food & Beverage
  - Household & Personal Care
  - Retail
  - Wholesale & Distribution

#### MARKET FORECASTS
- Total Omni-channel Order Management System Business
- Shipments by Region
- Shipments by Revenue Category
- Shipments by Industry
- Shipments by Retail Vertical
- Shipments by Customer Tier

#### INDUSTRY PARTICIPANTS
The research identifies all relevant suppliers serving this market.