OMNI-CHANNEL FULFILLMENT DRIVES WMS SALES

A warehouse management system’s (WMS) primary mission is to manage a warehouse’s resources; including space, labor, equipment, tasks, and material flows. ARC defines a WMS as a real-time software solution that utilizes radio frequency, voice recognition, radio frequency identification (RFID), or real-time location systems.

The market for warehouse management systems in India is less mature than in many other regions. While other regions of the world are now replacing their initial WMS investments, India has yet to mature in adopting the WMS and related value added services. The awareness, acceptance, and quick ROI are responsible for much of the recent growth in the country. As this dynamic plays out, more enduring factors, like e-commerce, will propel future WMS market growth.

Brick & mortar retailers and brand manufacturers with direct-to-consumer operations are reconfiguring their fulfillment operations to better compete in the omni-channel retail environment. These multi-channel warehouses require new logic to manage omni-channel waves, put wall processes, and shipment documentation. E-commerce fulfillment generates the need for functionality to support the piece pick, pack, labeling, and other processes driven by the high labor requirements. Meanwhile, retail locations are being outfitted with in-store WMS to improve store-level inventory accuracy and support in-store fulfillment of e-commerce orders.

For more information, please visit us at www.arcweb.com/market-studies/.

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India’s WMS market has been extremely volatile over the last few years. In addition, the WMS market is a maturing enterprise software market. Numerous factors affect growth of the market’s segments to various degrees. This study will help answer questions such as:

- What are the expected growth levels of end user industries and when will this growth occur?
- What are the factors driving growth in the WMS market and what segments will benefit most from these factors?
- Who are the leading WMS suppliers in the various industries and other revenue segments?
- How is the SaaS business model perceived and what factors will drive growth?