

## OVERVIEW

Today global consumers are increasingly mobile and wish to be able to purchase from any channel whether that be online, catalog, direct mail or in-store as well as have that product delivered to them to the location and at the time that suits their schedule. Managing stock and sales in a multi-channel retail environment is an increasingly challenging task with effective management of multi-channel operations requiring a holistic view.

Island Pacific SmartOmni provides a centralized view of your business in a real time environment. Allowing all customer orders such as online orders, reserve & collect and click & collect to be viewed in real time. All activity can be tracked using a single software solution. Customer Order Orchestration allows business rules to be defined in order to drive efficiency and on time customer delivery.

Island Pacific SmartOmni allows retailers to easily manage sales and stock, streamlining multi-channel operations while keeping customers content. For an even more versatile solution, Island Pacific SmartOmni can be integrated with Island Pacific SmartWeb (or other third party e-commerce websites) and Island Pacific SmartOrder and Island Pacific SmartStore.

To find out more, or for a product demonstration, contact us today.

## BENEFITS

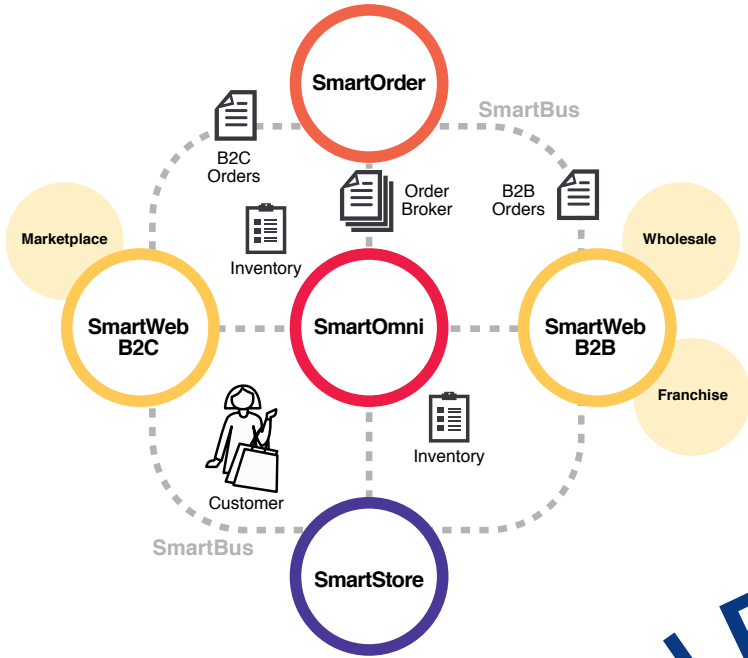
- **Proven to Increase sales by over 20% simply by viewing stock availability across all channels.**
- **Improve Customer Satisfaction**, let the customer choose their preferred delivery method and time.
- **Increase profitability** by reducing markdowns and protecting margins.
- **Full integration:** Integrate with other Island Pacific solutions or third party systems to guarantee a full view of sales, orders, allocations and warehouse operations.
- **Intelligent shipping:** Automate shipping of stock from the most suitable/cost effective location, saving unnecessary transfer and shipping costs.
- **Intelligent Order Orchestration:** Ensure customer orders are fulfilled and shipped from the most efficient and optimal location.
- **Continuous improvement:** Track KPI's such as order acknowledgement and response times, and other performance measures to ensure quick and responsive customer order execution.

Island Pacific SmartOmni includes the modules on the right, available separately or as an integrated solution:

- Unified Commerce**
- Central View of Stock**
- Order Fulfilment Management**
- Transfer Management**
- Special Order Management**
- Click & Collect**
- Reserve & Collect**

“ We have a customer base which is extremely loyal to the Dune Brand and we want to ensure we give them the highest level of customer service possible. We aim to continually improve the in-store experience, enabling a tighter integration between all channels and to ensure that the customer leaves the store knowing they have experienced the best customer service possible. Introducing Island Pacific Mobile into our retail stores means that the sales assistant has invaluable information at their finger tips. ”

- James Cox, The Dune Group  
COO



## FEATURES

**Full inventory tracking of all activity.**

**Intelligent Order Orchestration:**  
Define business rules that make efficient use of available merchandise taking into account critical attributes such as delivery time frames, rate of sale & stock locations.

**Centralized and Real Time view of all activity associated with Omni Channel orders.**

