

2023 Frictionless Commerce Guide
Supply Chain



Driving Scalable
Supply Chains
for High-Demand
Periods



You can't always predict high demand, but you can leverage supply chain scalability to meet the challenge

The increase in online shopping is been astronomical but not unprecedented. Even without the pandemic-fueled surge in online shopping, the trajectory has been consistently upward. This change in buying habits, coupled with peak demand during the holiday season and other similar periods, requires companies to adjust their order management and warehouse management processes to avoid friction and ensure it's designed for high-volume orders. You also need the complete visibility of their supply chain to make the right decision when it matters the most!

High-demand periods translate to more opportunities. However, these periods also translate to a higher pressure to deliver on the customer promise, and this is where supply chain management that drives scalability can be a game-changer.

A hand is holding a black smartphone. The screen of the phone displays a white rectangular box containing blue text. The text provides statistics on online holiday shopping in 2022 compared to 2021, and notes that 71% of companies reported an increase in demand during the pandemic.

The fact that Americans spent a whopping USD 212 billion on online holiday season shopping in 2022 (up by 3.5% from 2021), or 71% of companies reported an increase in demand during the pandemic, clearly reflects that while some high-demand periods are predictable, other's are clearly not.

Customer expectations drive this need for supply chain scalability

The only constant in all of this is ever-increasing customer expectations.

83%

Were concerned about shipping delays in the 2022 Holiday Season.
- Statista

48%

Will not purchase from a website if there's a delay in delivery.
- Reuters

65%

Expect greater flexibility in deliveries.
- Retail TouchPoints

51%

Want real-time visibility of inventory and delivery status.
- Retail TouchPoints



What these numbers demonstrate is that, in terms of customer expectations, the writing is on the wall. They expect:

FASTER DELIVERY | NO DELAYS | FLEXIBLE OPTIONS | REAL-TIME VISIBILITY

The High-Demand Challenge in the Supply Chain

If there's one thing that pushes supply chains to the brink and beyond, it's high-demand periods. Any crack in the system leads to a domino effect that results in either delivery delays, poor visibility, or both. Some of the main supply chain challenges companies face include:

Inventory management

Poor demand forecasting and unpredictable demand spikes with overstocking or understocking and poor stock replenishment

Shipping and logistics

Limited shipping resources, increased last-mile-delivery demand, and complex returns and exchange requirements

Manufacturer/supplier constraints

Inability to procure the required raw materials or components and challenges in scaling up production

Warehousing

Insufficient warehouse space and strained picking and packing processes

Systems and technology

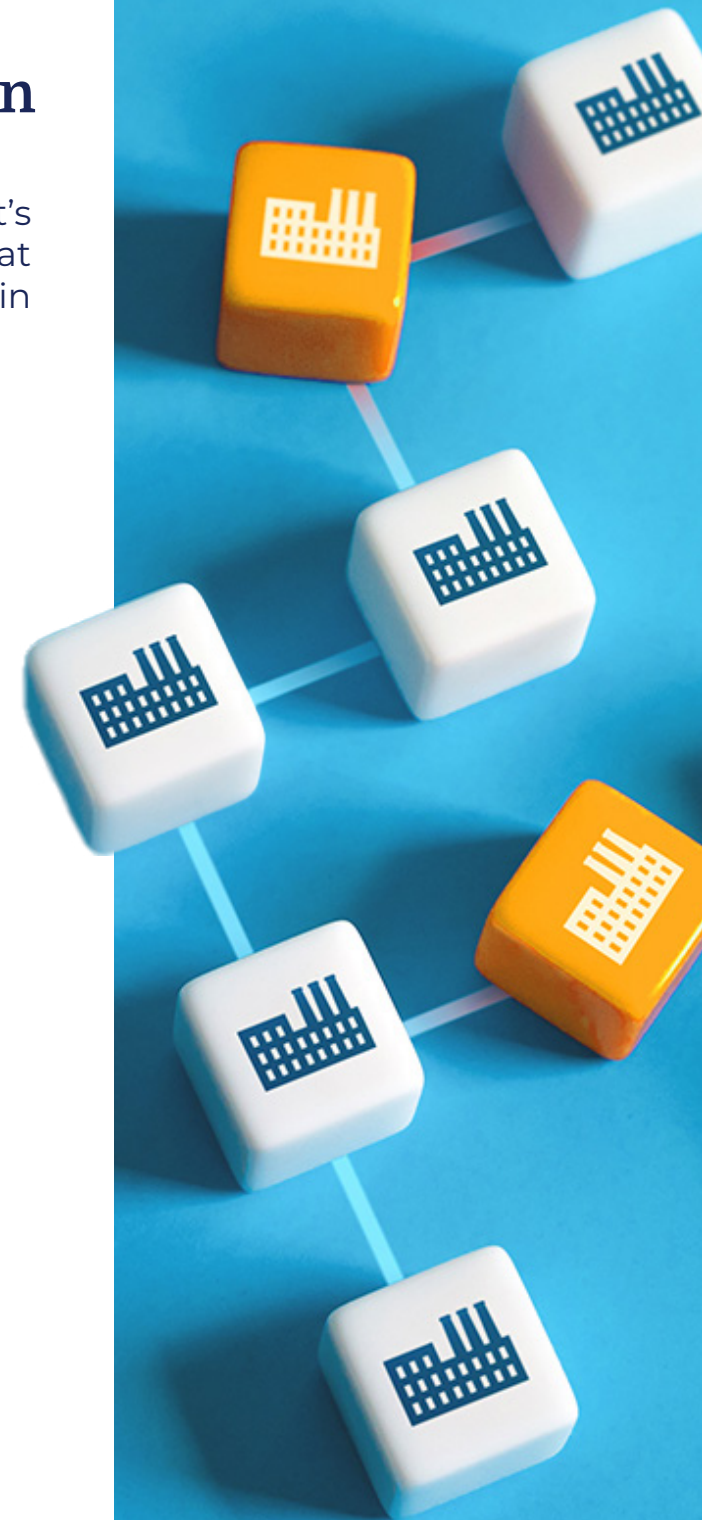
Poor integration across systems and insufficient technology capabilities to handle the surge in orders

Visibility and communication

Poor product visibility across the supply chain and insufficient coordination between stakeholders

Risk management

Lack of preparedness for contingencies such as weather, geopolitics, and transport disruptions



Driving Scalability with Preparedness

With the right order management system (OMS) and warehouse management system (WMS), you can drive high-demand scalability. How do you do this? By being prepared!

Technical Readiness

- Conduct performance testing and lay out the required security measures
- Identify vulnerabilities that high volumes could expose
- Assess integration readiness
- Leverage monitoring and alerts to be ahead of the game

Operational Readiness

- Audit OMS and WMS to review inventory visibility, layout optimization, resource allocation, and returns management
- Review order routing and prioritization
- Audit workflows and explore the scope for automation

Disaster Planning

- Layout and document a concrete disaster recovery plan
- Test the plan in various scenarios
- Implement robust data backup and recovery mechanisms



Ace the High-Demand Scalability Test with Pivotree Control Tower!

When a bird's-eye-view of your supply chain is what you need, Pivotree Control Tower has you covered. It lets you gain complete visibility and control over your operational metrics and KPIs so you can ace all the above-mentioned parameters. Pivotree Control Tower lets you:

- ✓ **Get insights into your order management system (OMS) by monitoring all applications and processes, receiving order alerts, and automatically reprocessing transactions.**
- ✓ **Improve your warehouse management system (WMS) with workload and labor efficiency monitoring, operational issue resolution, and labor reallocation.**

Curious about how you can leverage Pivotree Control Tower to improve your supply chain scalability?

Our Supply Chain Experts can help you with a quick audit to tell you more. The audit includes:

- A two-week assessment to check for high-volume readiness
- A fulfillment system health check to assess system scalability
- Sourcing and network configuration checks for optimal routing
- Load testing to measure API response times

Visibility, transparency, and complete control are the pillars of a healthy supply chain, and Pivotree Control Tower gives you all of this on a centralized platform. Combine this with our WMS expertise (Pivotree WMS) and partnerships with leading OMS platforms (Fluent Commerce OMS, IBM Sterling OMS), and you have all the superpowers you need to ready your business for a supply chain that delivers truly frictionless commerce experience!

ABOUT PIVOTREE

Pivotree, a leader in frictionless commerce, designs, builds and manages digital platforms in Commerce, Data Management, and Supply Chain for over 250 major retail and branded manufacturers globally.

Pivotree's portfolio of digital solutions, managed and professional services help provide retailers with true end-to-end solutions to manage complex digital commerce platforms, along with ongoing support from strategic planning through platform selection, deployment, and hosting, to data and supply chain management.

Headquartered in Toronto, Canada with offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader.



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to learn more