⌕ Luminate Commerce

Order Services

Business context

In business, the only constant is change. New ways of conducting business emerge, new competitors disrupt markets, and customer preferences evolve. To support these changing dynamics, businesses need agile technologies to transform and remain competitive. Providing customer-centric experiences, while achieving operational excellence in a multi-channel and rapidly expanding network, requires solutions that manage customer orders and provide visibility regardless of where they originate or how they get fulfilled.

With the right solutions, businesses can automate order management to drive efficiencies, reduce costs, and deliver the experiences that customers expect while quickly adjusting to disruptions such as supply changes, order influx, and node health. Blue Yonder's Order Services allow businesses to rapidly respond to changes, leveraging composable microservices to quickly add value-driven capabilities that support new strategies and augment existing processes.
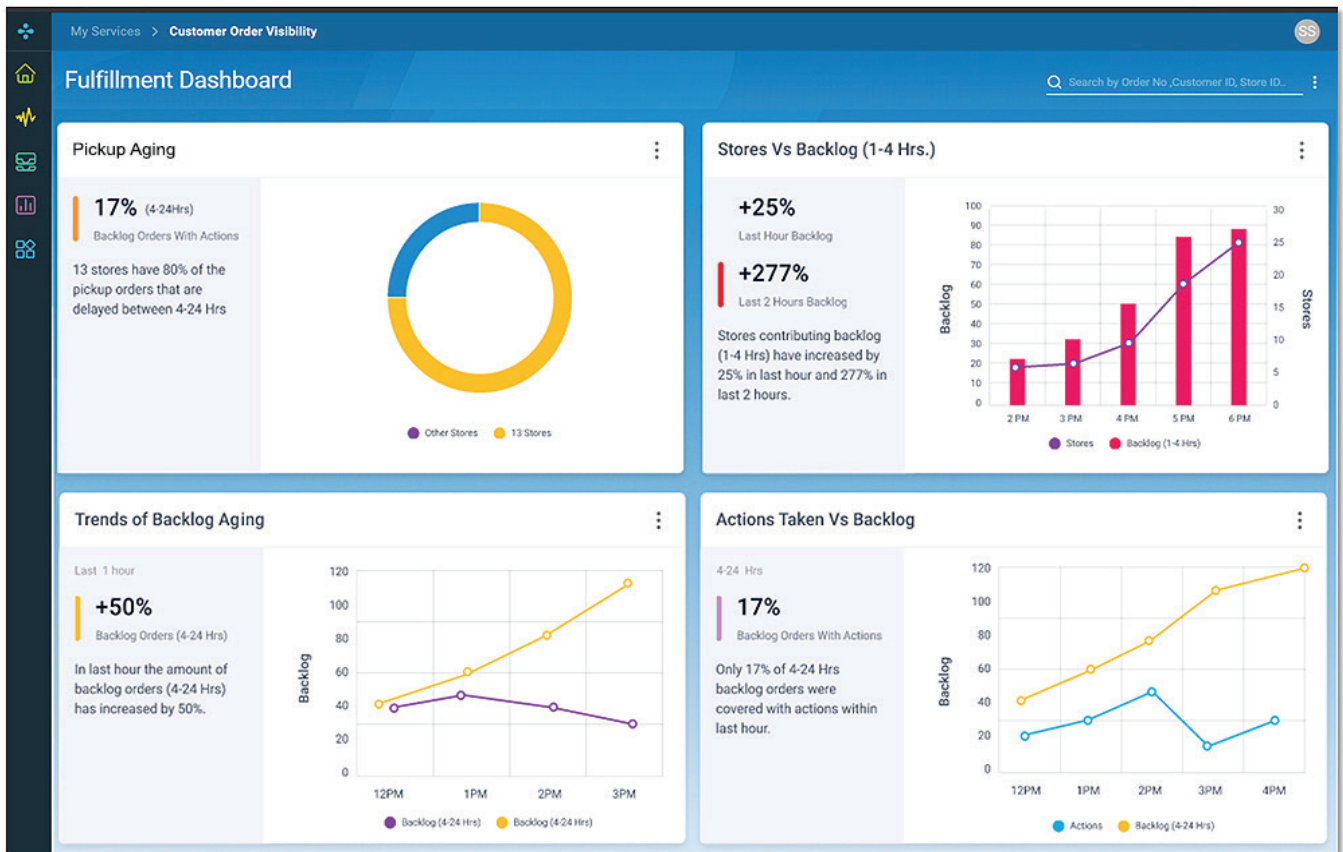
Solution

Blue Yonder's Order Services microservices enable businesses to seamlessly manage and orchestrate orders across various geographies, brands, and channels. With a wide range of modern fulfillment options, including distribution center (DC) fulfillment, drop ship, store fulfillment, and same-day delivery, businesses can provide customers with efficient and transparent order fulfillment. These microservices offer exceptional flexibility in managing orders across internal and external systems throughout the entire order lifecycle, helping to ensure accuracy and a consistent customer experience. The orchestration engine built on Netflix conductor provides robust workflows that visually depict all stages of orders across complex networks, fulfillment options and payment types to help organizations proactively understand where and what bottlenecks are taking place – and rebalance to mitigate any issues.

Benefits

- **Reimagined customer experiences**
  Deliver personalized experiences using an advanced orchestration engine to process and rebalance orders to support modern fulfillment options across the available supply and demand

- **Increase employee satisfaction**
  Deliver streamlined user experiences that provide employees and third parties with real-time visibility and insight across all orders, providing macro and micro-views of order details and statuses

- **Order management extensibility**
  Highly scalable and resilient order workflows to align with dynamic fulfillment methodologies – connecting channels, networks, and customer experience

Order Services also offer analytical views to understand the health of the orders and expose potential disruptions. Businesses can conduct data analysis based on a number of parameters to better understand the health of their order operations. Order Services provide associates with detailed visibility into each order and its fulfillment status, enabling them to manage and modify orders. These capabilities can extend from internal associates to third-party associates such as customer service agents, chatbots, and suppliers.

Blue Yonder's Order Services are highly performant and scalable API-based microservices that can be augmentatively added into a business's existing systems. These microservices also work seamlessly with Blue Yonder's Inventory, Commits, Logistics, and Fulfillment microservices built on the Luminate® Platform, delivering an integrated, composable approach to the modern-day supply chain.

Features:

Orchestration and mechanics

- Define, automate and drive workflows and tasks to manage order lifecycle (create and modify) across internal and external systems

- Handle payment terms, invoice triggers, settlement, and refund terms to help businesses capture payment and recognize revenue

- Send and receive fulfillment updates to provide real-time order status

- Manage returns and exchanges processing and rules

Insights and visibility

- Analytics and insights to determine health of orders and assess potential risks

- Complete visibility into each order and its fulfillment details at every stage of the order lifecycle

Modern Architecture

- Cloud-native microservices with continuous updates and zero down-time

- Highly scalable and extensible

- Flexible API adapters and integrations, including built-in exit points integrate with external system required to manage order validations or lifecycle decisions

- Designed and continuously updated to be GDPR and PII complaint

Customer engagement

- Integrate seamlessly with order visibility, contact center, chat/IVR or post order tools like returns management

- Customer order assistant provides virtual access to quickly address customer needs throughout all phases of the ordering and post-purchase experience

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