

5 SIGNS THAT YOU WOULD BENEFIT FROM A DIGITAL COMMERCE PLATFORM



USE OUR 5 POINT CHECKLIST TO IDENTIFY WHETHER YOU SHOULD CONSIDER A DIGITAL COMMERCE SOLUTION

Connectivity across partners, customers, systems and processes is vital in today's Omni-channel world and should form the foundation of any digital transformation strategy. But for some companies this is seemingly unachievable due to the complexity involved, with the use of disparate systems from multiple providers, complex integrations and manual processes.

This is where [Digital Commerce](#) comes in...

In the broader sense, Digital Commerce is a means to aggregate together all channels and sources of orders, products, inventory, and fulfilment capabilities. With research predicting that 81% of retailers would be using Digital Commerce platforms by the end of last year, companies who are not considering Digital Commerce run the risk of falling behind the competition.

So is Digital Commerce an area that you should consider? If any of the following statements apply to your business, it would suggest you should...

1. You currently use multiple solutions to manage your order and fulfilment requirements

The use of disparate solutions from different providers often involves cumbersome integrations and manual processes. With so many moving parts it is likely that considerable time and resource is spent piecing your supply chain together.

With a suite of services and applications, our Digital Commerce solution is a one-stop-shop for your processing and fulfilment needs. Global research firms like Gartner and IDC recognise the TrueCommerce solution as a powerful tool to connect forward-thinking companies to networks of partners, systems and services.

2. You lack full visibility of your orders and inventory

Multiple sales channels are a must for most companies in today's market, particularly with the increased popularity of eCommerce. However, to succeed when selling your products through multiple channels it is imperative that you optimise your inventory to maximise sales and keep costs to a minimum, whilst meeting customers' expectations – something which is impossible without end-to-end supply chain visibility.

Digital Commerce provides a single vantage point from which you can see, understand and manage your business's Omni-channel performance. It provides greater visibility and control across your entire organisation, including orders, inventory, services, systems and channels.

3. You do not currently offer your customers a seamless Omni-channel experience, from the point of purchase through to the receipt of goods

The "Amazon effect" has had a huge impact on customers' expectations due to the seamless shopping experience the eCommerce giant delivers. Quite simply, regardless of whether your customer buys a product in a physical store, from your web store or via a third party marketplace, they expect the experience to be seamless.

Providing a consistent brand customer experience across all channels is a key element of Digital Commerce. It helps organisations make the most of their Omni-channel initiatives through business P2P connectivity, order management, collaborative replenishment, intelligent fulfilment, cross-functional analytics, and product information management (PIM).





4. You do not have an agile and responsive supply chain that enables you to pivot quickly to changing market conditions

Changing market conditions are not uncommon and the need for an agile and responsive supply chain is not a new concept, however arguably it has never been more important than when the world was hit by COVID-19. Almost overnight the world as we knew it changed, with all non-essential bricks-and-mortar stores closed. Those businesses who relied on sales from these traditional channels needed to respond quickly to the changing market conditions – in fact for many it was crucial for their survival. Sadly, not all companies had the systems, processes and resources in place to pivot quickly enough.

We worked with many manufacturers and wholesalers to quickly ramp up their online presence by connecting to online marketplaces such as Amazon and eBay and implementing their own eCommerce storefronts, whilst helping retailers increase the flexibility of their supply chain by enabling drop ship suppliers.

Digital Commerce not only offers key supply chain pillars such as EDI, Inventory Management and eCommerce, but also an array of add-ons, such as Product Information Management (PIM), Pack & Ship, Drop Shipping and Marketplace Integration, ensuring supply chain agility and resilience.

5. You rely on manual order and fulfilment processes

Manual processes, such as rekeying data in multiple systems and portals is notoriously time consuming and error prone – it also greatly hinders the supply chain visibility required for effective decision making.

With Digital Commerce, you can sell through as many channels as you want, without having to switch from portal to portal. The Digital Commerce platform from TrueCommerce uses direct integration to automate data transfers between your systems and channels (for example, from your EDI solution, to your web storefront, to your ERP and back). Not only does this increase efficiency; it also increases visibility, accuracy and ultimately customer satisfaction.

Plus, because the system pools all of your data, you're able to synchronise product information, not only providing brand consistency but also price and availability across all channels.

Hopefully this checklist has given you a good insight into whether you would benefit from Digital Commerce and where you are on your Omni-channel journey.