Freestyle
O.M.S.™

The Next Generation Omnichannel Order & Inventory Management Platform – Powered by the Cloud

Freestyle
solutions™

- Faster, more efficient order processing and management
- Inventory optimization across warehouses
- Greater visibility with a 360 degree view of the business
- Improved customer service and engagement
- Ability to drive greater revenue growth
- Lower operational costs
- Omnichannel experience for customers

Freestyle Omnichannel Management Service

The Next Generation Omnichannel Order & Inventory Management Platform – Powered by the Cloud

Today, retailers and brands are faced with increasingly complex operations, driven by ever-evolving consumer behavior and demands. An effective omnichannel strategy is critical, as consumer-facing businesses adapt to the new requirement of interconnected systems providing instantaneous access to customer orders and transactions. To succeed, retailers require a robust, yet agile solution for processing orders and managing inventory across channels. That's where Freestyle Omnichannel Management Service (O.M.S.) comes in.

Freestyle O.M.S. is a next generation cloud-based platform, built on a modern, multi-tenant cloud architecture and technology stack. Freestyle O.M.S. enables complete visibility and control over omnichannel order and fulfillment processes, so that retailers can increase efficiency, improve customer service and drive greater revenue growth. Optimized out of the box for B2C retail, it streamlines the entire order lifecycle, from order capture and payment processing to shipping and customer communications, while enabling a unified view of order, inventory, customer and product information.

Retailers and brands get a feature-rich order and inventory management platform, with all of the operational benefits of the cloud, including frequent and seamless functionality upgrades, open APIs that enable easy integration to third party applications and scalability on-demand.

Key Capabilities:

Complete Order Orchestration

Freestyle O.M.S. ensures that every order is processed accurately and efficiently from any channel, whether online, over the phone or in store. The system automatically routes each order through a streamlined order handling process. Orders will be tracked through fulfillment and post-fulfillment for returns, cancellations, and other order related actions.

Enterprise Visibility

Retailers and brands get a unified view of real-time order, inventory, product, and customer data. Merchants have the ability to access the status of an order at any time, from payment to shipping status. Orders can be searched by customer name, address, order number and any other specific criteria. Product inventory information is also accessible, such as quantity available, committed, on order, back order, in-transit, and work-in-progress. With enterprise visibility, retailers can expedite fulfillment, minimize excess inventory, and improve operating margins.

Inventory Management and Purchasing

With in-depth inventory management and purchasing functionality, retailers can track inventory from receipt through shipment and returns, as well as optimize inventory levels across multiple warehouses and locations. They can easily track suppliers, such as multiple suppliers per products to minimize back orders.

Freestyle solutions™

Returns Management/Reverse Logistics

Merchants can process returns, edit orders and manage the payment status regardless of where the product was originally purchased. Inventory counts are automatically updated when goods are returned, and sellable items are put back into ATP inventory, improving inventory utilization, and reducing costs.

Shipping and Warehouse Management

With functionality for managing the pick, pack and ship process across multiple warehouses and transportation providers, Freestyle O.M.S. makes it easy to keep track of all inventory by warehouse. Merchants can automatically select the fulfillment center based on location, and easily access inventory between warehouses to ensure adequate stock and prevent backorders. Integration with UPS and USPS makes it easy to establish shipping rates, create and print forms and schedule carrier pickups. It can also handle special shipping services, like personalization, product kits partial shipments and more.

Dashboards

Dashboards provide valuable, real-time insight into the performance of the business, such as top-performing products, returns, back orders, master inventory and more. Dashboards can be configured to meet the unique needs of users or business units.

Ecommerce Platform Integration

Leveraging a powerful RESTful API, Freestyle O.M.S. can be easily integrated with leading third-party ecommerce platforms to perform the two way synchronization of order, inventory, customer, product, and payment data. It automatically imports new orders and changes to existing orders, as well as synchronizes order numbers, order cancellations, shipments, payment status, customer updates, guest accounts and other critical information. In addition, all product changes are updated across the two systems, including inventory counts.

Compliance and Security

Certified PCI-DSS compliant, Freestyle O.M.S. secures data through encryption and dynamic user roles and privileges. Financial transactions are SSL encrypted and users are required to provide complex passwords for stronger security.

Integration with Amazon and eBay

For retailers that leverage Amazon or eBay as a sales channel, Freestyle O.M.S. includes the ability to seamlessly synchronize the order and fulfillment process across the two systems. Once orders are placed, they are imported for processing. When the job runs, order status and inventory quantities are further updated on Amazon or eBay. Merchants can easily manage and access payment status, payment method, shipping and other aspects of the order.