

Intelligent Insights Into Inventory Levels
Across Sales Channels Improves Efficiencies &
Drives Sales

Inventory Management Intelligent Insights eBook

Business Intelligence for
Multichannel Inventory Management



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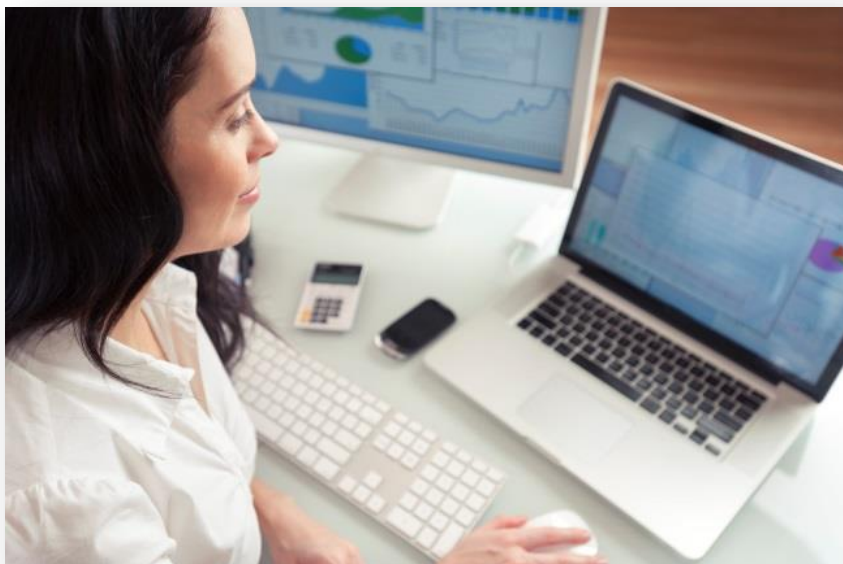
The Big Picture of Inventory Management

Visibility into product availability is critical to a healthy retail operation. By managing inventory across all channels in one solution, you can rest assured that the 'available to sell' levels that are synced to each channel are accurate.

Very often, online retailers who are evaluating an inventory management solution for the first time, realize the need to automate their order and inventory processes to not only alleviate the headaches and inaccuracies associated with the manual efforts, but to position themselves to continually grow their business. Multichannel selling is a great way to expand product distribution channels. At the same time, it significantly complicates inventory management and other related business processes. Accurate inventory data is also proven to be critical to delighting customers and driving growth.

Information is power. Intelligent information is essential. Smart and effective tools, like real-time cloud-based business intelligence reporting and interactive dashboards, are a necessity to help you manage and grow your business.

Visibility into your inventory is critical to forecasting demand and to running a healthy operation. There are software tools you should consider that help you track inventory across all sales channels – your eCommerce store(s), offsite fulfillment centers or shopping channels like Amazon, eBay or any of the available marketplaces – from one dashboard.





Top Requested Inventory Management Features

With intelligent insights into your inventory across all channels, you can see what's being sold by sales channel, track trends and costs. More importantly, you can rest assured that the 'available to sell' levels that are synced to each channel are accurate.

In order to effectively manage inventory, you may also need to:

1. **Manage inventory products made up of other items** and sold as a set or group with a special price.
2. **Manage continuity programs** like a "fruit-of-the-month" club where you determine what is shipped and when.
3. **Account for inventory that a particular sales channel requires** you to allocate, yet isn't physically segregated from the rest of your inventory.

This information will help you determine what products are selling, what periods may require more inventory, and ultimately give you 'the big picture' on how your business is performing across all channels at quick glance without having to log in to multiple systems and/or weeding through various spreadsheets!

The bottom line is that you need to have an accurate view into what inventory is actually 'available to sell' to avoid stock outs and disappointing customers.

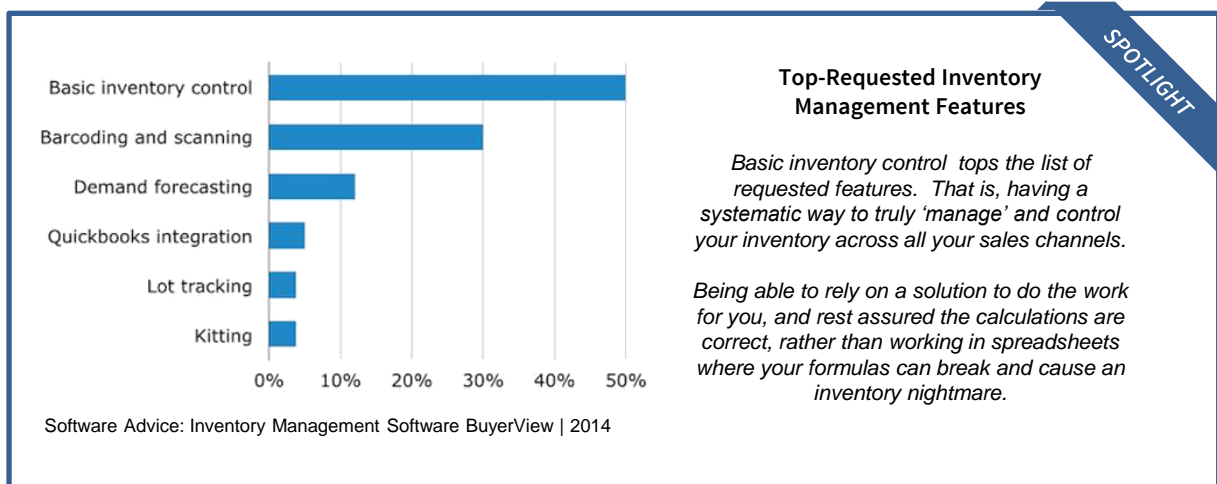
Gain Visibility Into Inventory Across Sales Channels

You need to know what inventory is actually available for sale, not just what's on hand. That's because many of the eCommerce channels you might use require that you allocate inventory to that channel, even if it's not physically segregated. Your accounting system can't help you with that, but an integrated inventory and order management system should!

The last thing an online retailer needs is to have is too much inventory on hand and too few orders coming in, leading to reduced margins. Excessive inventory ties up the cash that you could have invested in new equipment, enhancing your eCommerce store, or boosting your marketing efforts to drive additional revenue. At the same time, not having enough inventory on hand results in stock-outs, backorders, cancellations, and lost customers. It's a balancing act and it is a major issue for all companies.

Avoid stock-outs or double-selling with a multichannel inventory management system, tracking inventory across all sales channels in one solution. Managing inventory in one place will lead to better analysis of your products in terms of performance, peak selling periods, and more.

Accurate inventory data is critical to delighting customers and driving growth. Multichannel selling significantly complicates inventory management and other business processes.



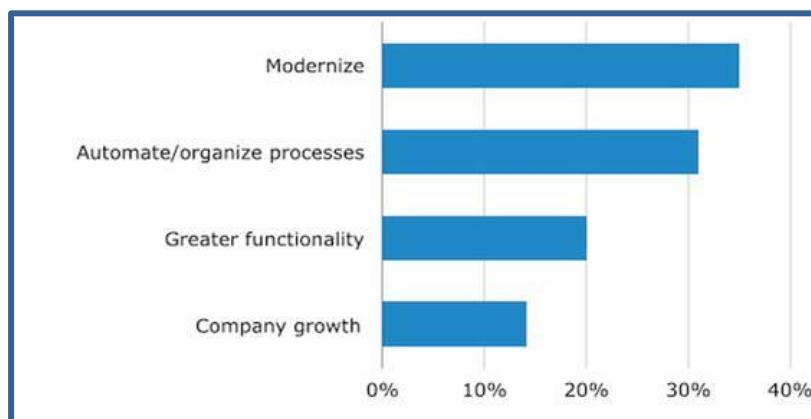


Evaluating Inventory Management Solutions

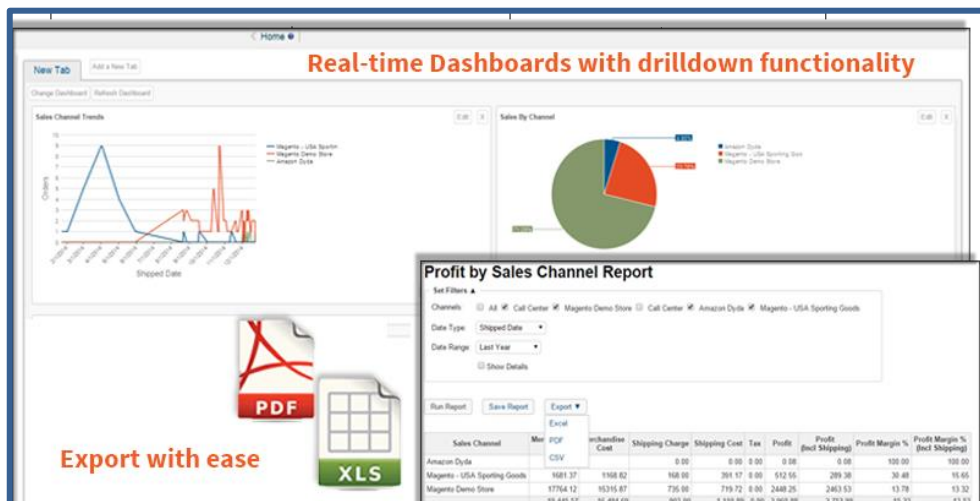
So why are retailers evaluating inventory management solutions? What's pushing these 'first-time automators' to invest in their back office operations? Most of the reasons go hand-in-hand and relate back to the fact that using spreadsheets or accounting solutions to perform tasks they weren't designed to do just isn't efficient or effective.

In the poll taken by Software Advice, 35% of the prospective retail software buyers they surveyed said they were looking for a more modern solution for their inventory management needs. Essentially, they are looking for a software solution expressly designed to handle inventory needs rather than using spreadsheets. The other reasons involved having limited functionality, inability to support company growth and lacking the ability to automate business processes.

Buyers' Reasons for Evaluating Inventory Management Software



Software Advice: Inventory Management Software BuyerView | 2014



Finding The Best Solution For Your Business Issues

An integrated order management system will give you the visibility into inventory and orders across channels and let you provide instant responses to inquiries. With an integrated solution, you will gain the following functionality:

1. **Inventory Controls** to manage inventory across all channels.
2. **Low Level Alerts** to quickly see which products need to be ordered.
3. **Multi-warehouse Management** to know how much inventory is in each bin in each warehouse.
4. **Kit & Bundles Tracking** to know you have enough on hand to make a complete product.
5. **Intelligent Insight** into your top selling products per channel and profit margins.

Customer service teams can use the information to deliver the best possible customer experience by having immediate access to accurate order, inventory, shipping and customer information when needed.



Ready to Freestyle?

Our solutions put everything you need in one place.

Freestyle Commerce® enables online retailers to grow faster by expanding their eCommerce presence & automating back office operations to manage critical aspects of their business: multichannel order management; inventory visibility & control across multiple channels; drop ship management; rapid, reliable order fulfillment; customer management; integration with Magento, Amazon & more.

"Drop-ship orders used to take 10-12 hours to process. With Freestyle we do the same work in 1-2 hours" - CEO, Online Luggage Retailers



Freestyle Solutions is changing the way that the industry thinks about order and inventory management. Freestyle Solutions is dedicated to providing growing multichannel retailers,etailers, catalogers, fulfillment and distribution firms with best-in-class inventory, order, and customer management software solutions that help them increase sales and grow their business.

Freestyle Solutions' products integrate easily with eCommerce platforms to drive efficiency, productivity, insight and growth. Freestyle Solutions' proven on-premise & cloud-based solutions enable small to medium sized retail & fulfillment businesses to grow faster by expanding their eCommerce presence & automating back office operations to manage critical aspects of their business: multichannel order management; inventory visibility & control across multiple channels; drop ship management; rapid, reliable order fulfillment; customer management; integration with Magento, Amazon, Bigcommerce, eBay & more.

The Freestyle Commerce cloud-based solution is tightly integrated with leading third-party eCommerce platforms, including Magento and Amazon, providing users with the smartest order management dashboards for the always up-to-date business insight they need to grow sales.

Over 2,000 multichannel merchants rely on Freestyle Solutions to automate their back office operations and drive business growth. Freestyle's clients engage over a million shoppers daily, generating nearly 10 million in gross merchandise sales every day. For more information, visit www.freestylesolutions.com and follow us on Twitter @freestylesOMS.