

# Oracle Warehouse Management Cloud

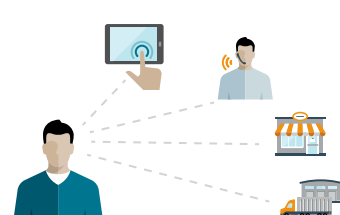
## Modern Warehouse Management for the New Fulfillment Economy

We are living in a new Fulfillment Economy that demands more from your warehouse management system.

### THE PRESSURE IS ON



Today's multichannel buyers in both B2C and B2B environments have multiple ways to purchase products. These expanding demand channels have led to a shift in customer experience expectations. However, getting it wrong can have a serious impact on your bottom line.



Multi-channel buyers spend **30% – 50%** more than single channel buyers<sup>1</sup>



**4.5%** lost revenue when processes, technologies and corporate structures are not fully synchronized in a clear omni-channel strategy<sup>2</sup>

### HOW DOES THIS AFFECT YOUR WAREHOUSE OPERATIONS?

#### Greater Fulfillment Complexity



Companies are using multiple fulfillment models to reduce inventory costs, and minimize lost sales.

#### Rising Costs



Expedited shipping costs to meet customer demand; increased storage capacity to deal with an un-optimized warehouse.

#### Lower Inventory Turns



Trouble rationalizing SKUs and right-size inventory levels.

### WHAT DO YOU NEED TO THRIVE IN THIS NEW FULFILLMENT ECONOMY?

#### Global Inventory Visibility



Complete visibility to all inventory from distribution centers down to the store shelf.

#### Customer Centric Fulfillment



Support multi-channel demand and execution processes so customers can buy anywhere, fulfill anywhere, and return anywhere.

#### Next Generation WMS Cloud Solution



Secure, stable, flexible and built for the cloud

### WHY BUILT FOR THE CLOUD WMS MATTERS

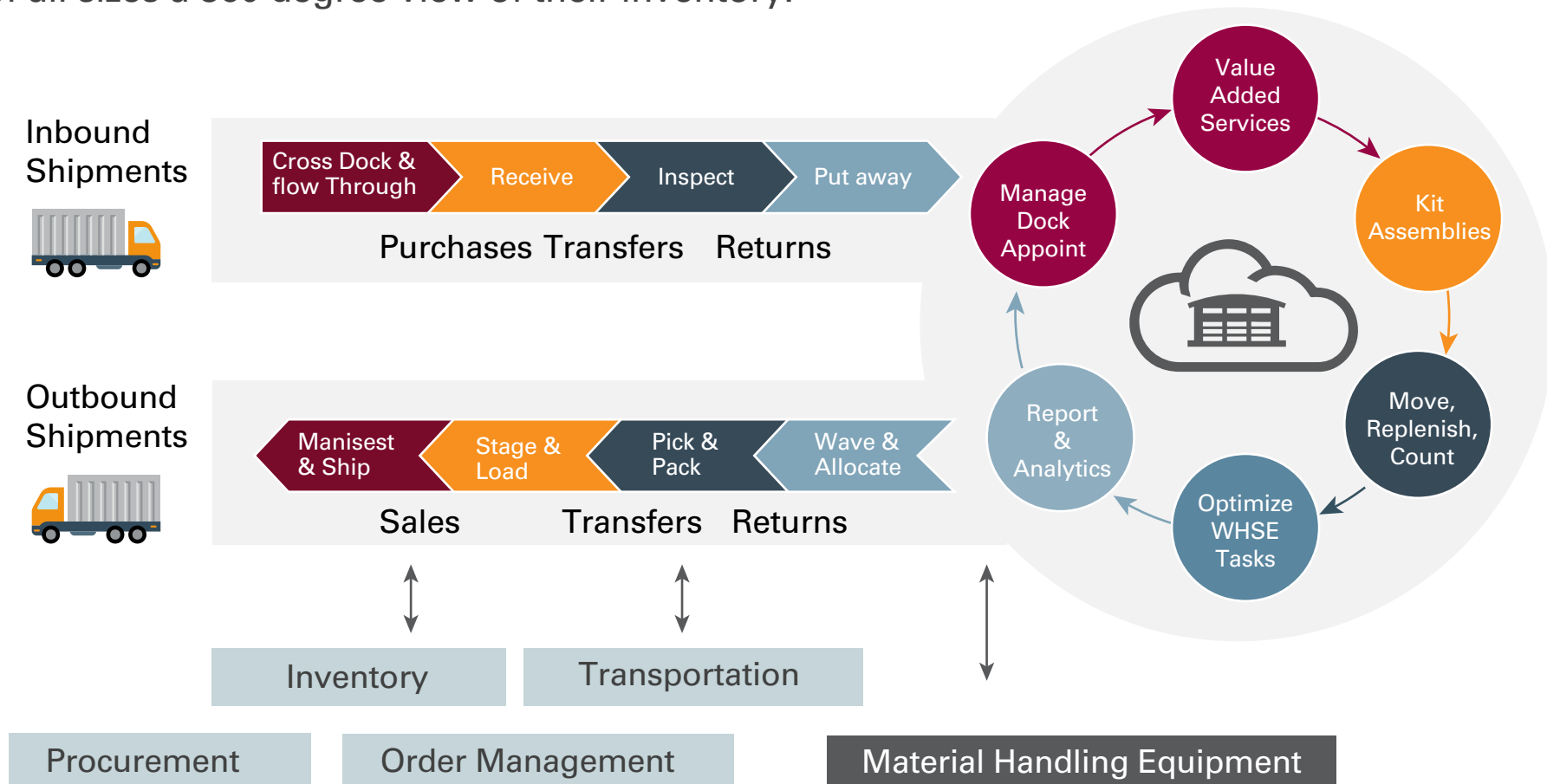
Let's face it, most legacy WMS systems are based on outdated architectures, have been highly customized and become difficult to maintain and keep current. A built for the Cloud WMS solution can free you from the customization and upgrade trap and analysts agree that the time for WMS in the Cloud is now!<sup>3</sup>

- Cloud-based WMS offers a level of scalability not possible with on-premise WMS<sup>3</sup>
- WMS Cloud solutions help reduce infrastructure costs and reallocation of IT resources<sup>3</sup>
- The increasing adoption of cloud-based WMS applications is a function of market readiness, application availability, and application maturity<sup>3</sup>



### MODERN WAREHOUSE MANAGEMENT FOR EVERY BUSINESS

Oracle Warehouse Management Cloud combines the speed and savings of the cloud with best-of-breed warehouse management and fulfillment capabilities while giving companies of all sizes a 360 degree view of their inventory.



### BUSINESS IS MOVING FAST. WILL YOURS KEEP UP?



#### Oracle Warehouse Management Cloud

- Increase Inventory & Shipment Accuracy
- Reduce Fulfillment Costs
- Improve Customer Satisfaction

Learn more at [www.oracle.com/scm](http://www.oracle.com/scm)

<sup>1</sup> Customer Experience Impact Report 2011, RightNow  
<sup>2</sup> 2013 RIS / EKN Cross-Channel Trends Study  
<sup>3</sup> IDC Perspective: WMS in the Cloud, John Santagate, Jan. 2017