



ARE YOU READY FOR THE NEXT STEP IN YOUR OMNICHANNEL EVOLUTION?

An ecommerce system alone won't get you to omnichannel success. A seamless, consistent, personalized experience is about having the right foundational back-end systems in place to provide a single version of customer, order and inventory data. Only then will you have the right data to feed your ecommerce system and enable the perfect customer experience from the start.

Forward-thinking retailers looking to expand and streamline their business are setting the right technology foundation for their future success. With this foundation in place, you're ready for omnichannel evolution.

Four Reasons Shopify is Only One Piece of Your Omnichannel Puzzle

1. **Seamless cross-channel order management.** Delivering a true omnichannel experience requires the ability to intelligently manage your orders and inventory. A centralized order management solution must unify with other key systems such as your ecommerce, point of sale (POS), financials, inventory management and warehouse management. With seamless connections across the business, merchants increase order velocity, reduce order cycle

“Leveraging NetSuite’s extensive reporting and enterprise-wide inventory visibility helps us run our websites on Shopify. NetSuite also gives us insights into real-time customer interactions for better service, targeting and promotions.” [Spell Designs](#)

times and eliminate overselling, getting products to customers quicker and with less overhead.

2. Single source of data. Consolidating fragmented sources of financial, order, customer and inventory data into a single repository will help you make informed, timely business decisions. The foundation of a single, natively unified back-end system will streamline operations and provide the agility and flexibility needed to accelerate your business across new channels, geographies and brands.

3. 360° view of your customer. Providing omnichannel experiences requires a single view of all customer information. Customer engagement is optimized with a central communication hub that is able to use this information, to provide consistent, personalized cross-channel experiences, targeted marketing and superior customer service. A single view of all customer interactions and transactions will build loyalty, deepen relationships and grow lifetime value.

4. Real-time inventory visibility. In order to meet customer expectations, retailers need inventory visibility across all internal and external sources of supply. Real-time, enterprise-wide inventory visibility is key to enabling a buy anywhere, fulfill anywhere experience. You’ll reduce excess inventory, capture lost sales, eliminate overselling and promote the most profitable products to your customers.

When a company is running its business through several disorganized back-end systems, it fails to provide the single version of customer, order and inventory information, which breaks the customer experience and puts the business at a competitive disadvantage. You’re unable to efficiently manage inventory, profitably fulfill orders and execute personal and relevant marketing campaigns.

With the right technology foundation in place to integrate with your current ecommerce system, you will be in the position to deliver engaging and consistent brand experiences to your customers, and one step closer to your omnichannel evolution.