

Omni-channel Order Management System Market Research

FIVE-YEAR MARKET ANALYSIS AND TECHNOLOGY FORECAST THROUGH 2022

ORDER COMPLEXITIES DRIVES MARKET GROWTH FOR OMS

An omni-channel order management systems (OMS) allows an organization to capture all information in the order management process across all relevant channels. This includes the entry of the order, sourcing, payment, and fulfillment information. All fulfillment channels have access to the information, and the retailer can appropriately allocate the inventory depending on stock levels, demand requirements, and timing of fulfillment.

Today's increasingly complex orders is a key factor driving growth in the market. With more options for customers regarding order and delivery, organizations will continue to deal with greater variability and more complex order fulfillment. This makes flexibility in leveraging all supply chain network partners even more critical.

There is also a blurring of the lines between the B2B and B2C markets. As more brands decide to go direct to the consumer, the business model is changing. Rather than simply supplying a store with merchandise, these brands now sell directly to consumers. This opens a new market of prospective customers for the OMS suppliers.

One of the most important market trends is the transition to software-as-a-service (SaaS). This impacts the market in a number of ways, enabling smaller companies to deploy these complex solutions.

For more information, please visit us at www.arcweb.com/market-studies/.

STRATEGIC ISSUES

OMS suppliers face a number of strategic issues. For example:

- Integration issues abound. There are significant challenges from an integration standpoint, in terms of both technology and business processes that are slowing the growth and overall expansion of omni-channel operations.
- Many retailers appear to be reluctant to invest in these solutions. These companies are hesitant to rip and replace legacy systems, which can lengthen sales cycles.

RESEARCH FORMATS

This research is available as a Market Intelligence Workbook (Excel) and/or a concise, executive-level Market Analysis Report (PDF), with or without detailed charts.

RESEARCH FOCUS AREAS

STRATEGIC ANALYSIS

Major Trends
Regional Trends
Industry Trends
Strategic Recommendations

COMPETITIVE ANALYSIS

Market Shares of the Leading Suppliers
Market Shares by Region
North America
Europe, Middle East, Africa
Asia
Latin America

Market Shares by Revenue Category

Software
Implementation Services
Maintenance/Support Services
SaaS/Hosting

Market Shares by Industry

Automotive
Electronics and Electrical
Food & Beverage
Household & Personal Care
Retail
Wholesale & Distribution

Market Shares by Retail Vertical

Apparel
Dept. & General Merchandise
Grocery/Food & Beverage
Home Improvement

Market Shares by Customer Tier

Tier 1
Tier 2
Tier 3

MARKET FORECASTS

Total Omni-channel Order Management System Business
Shipments by Region
Shipments by Revenue Category
Shipments by Industry
Shipments by Retail Vertical
Shipments by Customer Tier

INDUSTRY PARTICIPANTS

The research identifies all relevant suppliers serving this market.

The Worldwide Market for Omni-channel Order Management Systems

