White Paper | Logistics Solutions

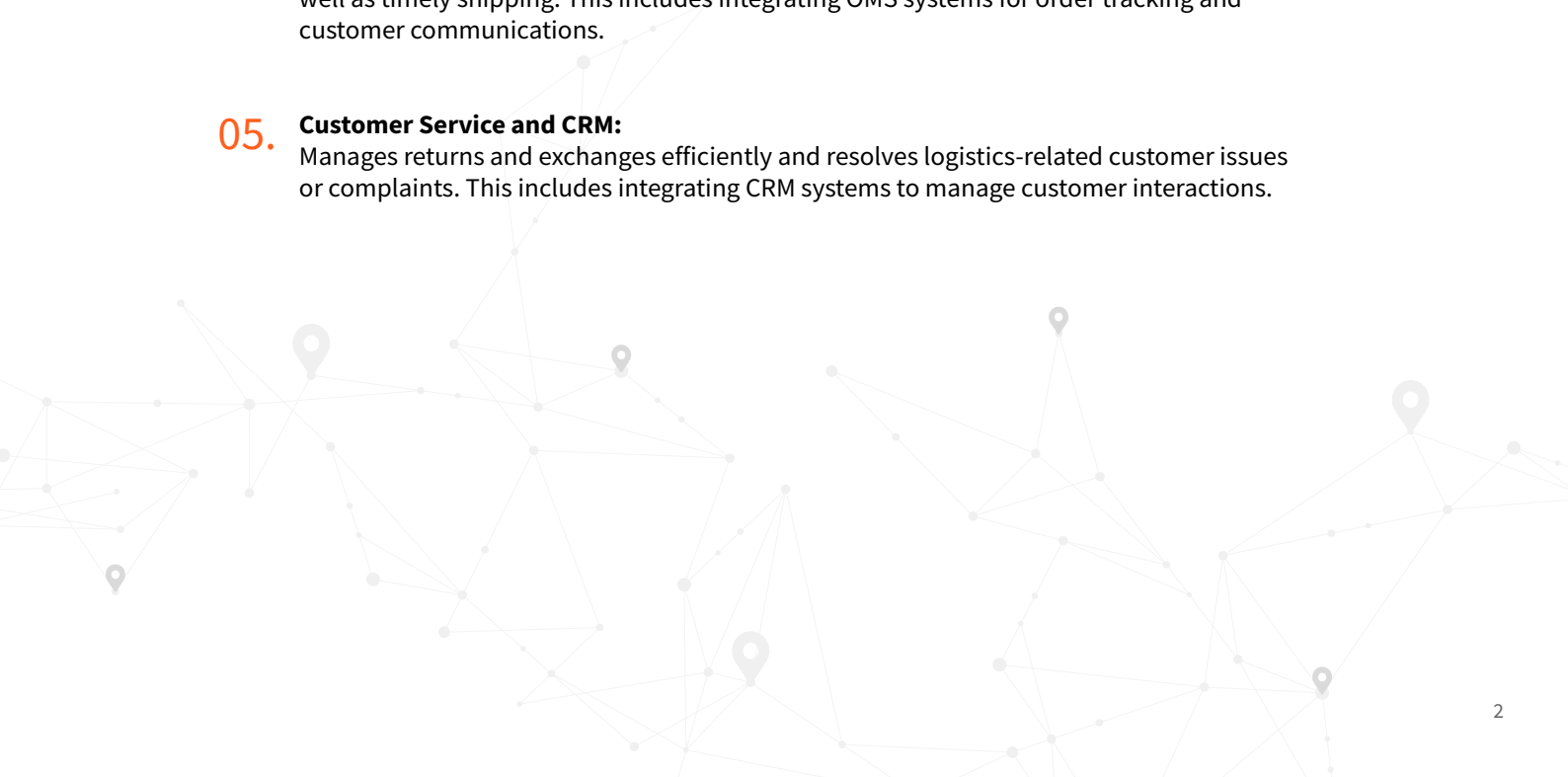# How Logistics E-Commerce Managers Benefit From Integration

The Role

As a Logistics E-Commerce Manager, you play a critical role in streamlining value chain and supply chain processes that support online retail activities. Since you are responsible for the efficient movement, storage and delivery of goods in the e-commerce environment, you must effectively navigate numerous systems and processes, and overcome a wide range of challenges.

Managing Business Processes and Logistics Systems

E-Commerce Managers oversee various business processes and related systems that ensure streamlined receipt, storage, and delivery of goods through the supply chain to end customers, including:

01. **Inventory Management process and IMS system:**
Ensures adequate inventory levels by forecasting demand to manage stock replenishment, meeting customer online order demands and fast delivery without overstocking. This includes integrating IMS systems to track inventory levels, sales and deliveries.

02. **Warehouse Management process and WMS system:**
Helps effectively utilize warehouse space to maximize storage and streamline warehouse workflow for an efficient pick-and-pack process. This includes integrating WMS systems to track the pick-and-pack process, and shipping status.

03. **Transportation and Delivery and TMS:**
Essential for selecting and managing relationships with logistics carriers and partners, ensuring route optimization and efficient last mile delivery. This includes integrating TMS systems to automate route planning, carrier selection and performance, and freight management.

04. **Order fulfillment process and OMS system:**
Manages the order process ensuring accurate and speedy pick-and-pack operations as well as timely shipping. This includes integrating OMS systems for order tracking and customer communications.

05. **Customer Service and CRM:**
Manages returns and exchanges efficiently and resolves logistics-related customer issues or complaints. This includes integrating CRM systems to manage customer interactions.

How Does Integration Drive Success for Logistics E-Commerce Managers?

Leveraging integration technology can improve processes, driving fast deliveries, order accuracy, real-time tracking, inventory visibility and lower operating costs. A well-executed integration strategy reduces delays in detecting process or business condition changes that can be detrimental to the business – threatening streamlined operations and customer satisfaction. The right integration platform will help modernize, consolidate or migrate from poorly performing integration landscapes, enabling you to connect, automate and innovate the variety of systems that you rely upon to produce competitive results.

Your integration platform should enable you to:

+ **Connect ERP, TMS, IMS, WMS, and OMS systems:**
Ensure the unobstructed flow of orchestrated e-commerce data across the systems and business processes, driving efficiencies and agility.

+ **Synchronize orders from disparate systems:**
Automatically synchronize orders from multiple e-commerce platforms with inventory and warehouse systems to ensure timely order fulfillment.

+ **Provide real-time data and visibility:**
Monitor and track the movement of e-commerce goods through the supply chain using real-time data to provide immediate access to information, highlighting unwanted process changes for informed corrective decisions, while offering customers real-time updates.

+ **Connect and automate e-commerce logistics processes:**
Reduce labor cost associated with errors and time-consuming corrective actions.

+ **Collaborate with partners and customers:**
Use innovative tools to better collaborate and improve business e-commerce operations.

SEEBURGER Logistics Value Proposition

The SEEBURGER BIS Platform is the perfect solution for Logistics E-Commerce Managers as it addresses all the above requirements and more. It provides you the ability to efficiently connect and streamline logistics operations and systems using a central, homegrown, multi-purpose integration platform that supports B2B/EDI, API, MFT, IIoT, Automation, and EAI/A2A. BIS ensures all your systems communicate effectively, eliminating data silos and vastly improving operational efficiencies. It also enables real-time, end-to-end visibility to track inventory and manage orders, and will help keep operations compliant.

BIS provides automated notifications for critical events such as delays, disruptions, or inventory shortages, allowing you to take immediate action and maintain smooth operations. These are just a few advantages the BIS Platform provides to help you achieve unparalleled efficiency, accuracy and control over your logistics operations, ultimately leading to better business outcomes.

Discover how SEEBURGER helps ITL Logistics in our Case Study.

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