Aratum Exchange:
Order Management System | Solutions Guide

Simplify, digitalize and automate how you meet your orders

Modern Challenges

It's a time where every second matters.

For every 1 second of improvement, Walmart experienced a 2% increase in sales.

Customers are impatient. As businesses, it is a prerequisite to meet orders with speed and accuracy.

Navigating how you do business in a world that's moving at breakneck speed, traditional and disjointed tools can't provide the scale and analytics capabilities needed to support modern digital business for real-time visibility, smart altering and rapid troubleshooting.

In this era of AI and machine learning, we are witnessing data-fed algorithms propelling our productivity unprecedentedly. Globally, the McKinsey researchers calculated that 49% of time spent on work activities could be automated. One centralized system to gather all the online and offline orders is the fundamental step towards digital transformation and automation.

Why legacy order management systems make your job harder:

- **Fragmented data.** Many order management systems impose limitations on the structure of data they ingest. This creates critical visibility gaps both for users and analytic algorithms, resulting in missed detection of customer-impacting issues and longer issue resolution times. Most legacy platforms simply can't ingest anywhere near the full firehose of data that modern supply chain emits.

- **Slow performance.** Slow is the new down. Supply chain is a complex web of interdependencies. Disruptions happen in a matter of seconds. Order management system that weren't built to operate at this speed and scale or to quickly handle bursts in demand are simply ineffective.

- **Lack of intelligence.** Huge amounts of data are generated from each transaction. Most order management tools are spreadsheets that don't come with any built-in intelligence that add relevant context to the data. It takes too many people too long to figure out what the problems are.

- **Too many tools.** Multiple tools that weren't built for modern environments make life difficult. Businesses often must adopt several tools to gain insight into their operations, leading to tool sprawl, data fragmentation, disjointed workflows and additional training and operation costs.
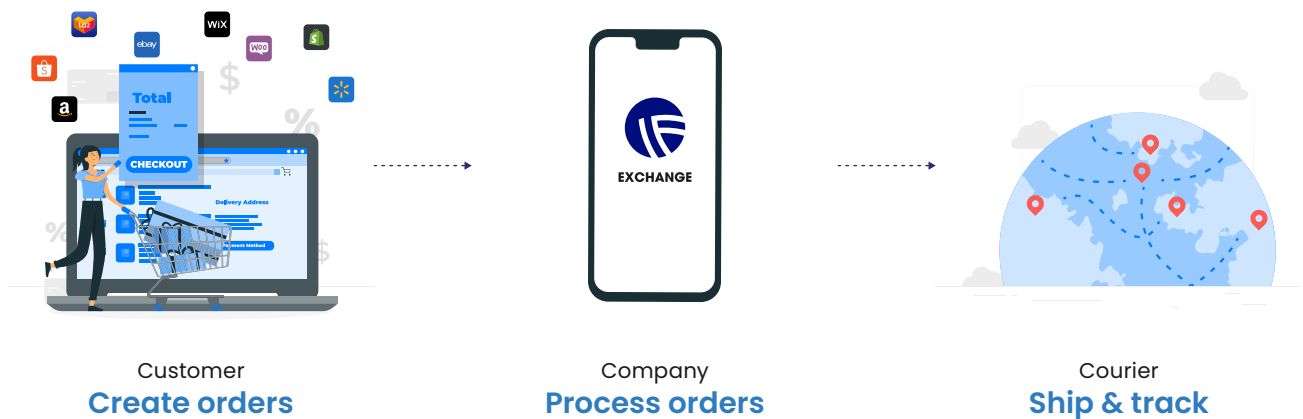
Key Features

- Cloud/Multi-cloud/Hybrid solutions available
- Dashboard with Business Intelligence (BI) at-a-glance
- One-click integration with e-commerce marketplaces API
- Physical storefront POS orders collection
- Full log and traceability
- Security with Identity Access Management (IAM)

Aratum

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Our other solutions cover management of warehouses, inventory, transportation, and financials.
For more information on Aratum, contact sales@aratum.com or scan the QR code here to arrange a demo and consultation.

Aratum

How does Aratum Exchange transform the life of different stakeholders?

Centralize orders at one place (Head of e-commerce/Sales department)
Sort, prioritize and meet orders by effectively forecasting demand and supply with one real-time order management system

Improve operational efficieny (COO, CFO)
Enhance observability and control into cloud utilization and right-size your supply with demand

Gain observability on customers' order patterns (Product Manager)
View availability of stocks to study popularity trends and sales patterns

Seamless integration with API (CTO)
Aratum Exchange is the only one seamless workflow that can streamline your whole life cycle of order fulfillment from importing orders (O2O), processing, to exporting orders for warehouse pick-pack, to delivery

Deliver products faster (Supply Chain Manager)
Accelerate your delivery process and time to market to meet business objectives more quickly

Traceability of data from the start of collection (CEO, CFO)
Investigate and explore issues without learning a line of code.

How does it work?

Customer
Create orders

Company
Process orders

Courier
Ship & track

With Aratum Exchange, you will:

- **Gather all the customer orders at one place**
  Ensure there are sufficient capacities to take in orders, transfers, and do pick-and-packs. Seamless API integration means that no order is missed and no data massaging is needed. One-click connect and your orders will flow from e-commerce platforms such as Lazada, Amazon, and even your own store front, to the secured cloud platform of Aratum.

- **Full omnichannel control of orders from quotes to pickup and invoicing to delivery**
  Aratum Exchange is designed with the order fulfillment process automation in mind. With real-time inventory availability and stock levels in check, end-to-end visibility btecomes a reality. Meet peak-period demand and avoid overpromising, losing sales, or incurring unexpected charges.

- **Reduce manual effort and costly errors**
  Manage automation rules, exceptions and returns by digitizing work flow. Delight customers with fast, safe and perfect condition of delivery. Provide customers with flexibility on when, where and how they will receive. Minimize shipping expenses by arranging your orders according to customized rules of specific parameters e.g. weights, sizes and destination.

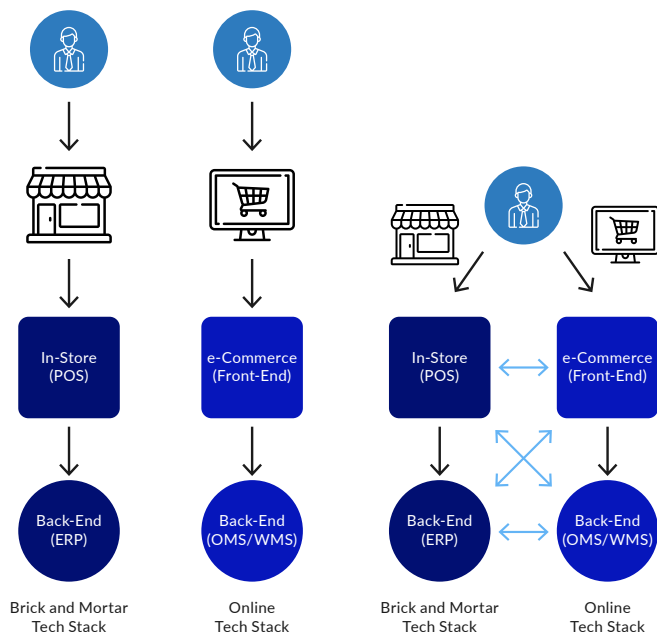# Traditional Approach vs Aratum's Innovation
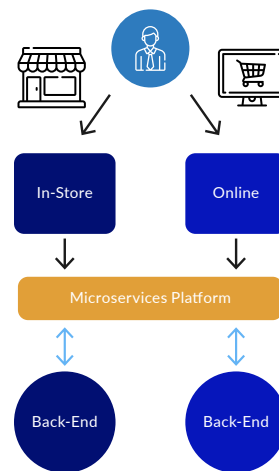

Figure 1: Traditional Models

Figure 2: Aratum Approach

Aratum Exchange's customers have seen the following benefits

Morning Express is a courier based in Hong Kong for more than 30 years. In order to capture the growth of e-commerce and clients' rising demand of fulfillment services, they searched for a one-stop technological solution to streamline their operations.

One major challenge Morning Express faced was that for their import of customers' order, they would have to massage the data format manually so that it fulfills the past system requirements, resulting in extra labor costs and chances of errors.

Aratum Exchange's full integration of API turns direct order import from e-commerce marketplaces into a reality. Morning Express can then print out their shipping labels without adopting to any other systems, through to dispatch smoothly.

Results

- Before and after: Handling time of orders shortened **68%**

- Modernized previously manual processes, which were costly and time-consuming

- Automate shipping rules to minimize human errors

- Enable designated user roles so that the right amount of information is visible to the right people e.g. managerial staff can access billing and financials, while order operators can see the data essential to their daily execution

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"We've taken the first step in our digital transformation journey and Aratum Horizons has been critical to this successful beginning. We are already reaping the benefits of automating processes and scaling our operations efficiently and we have only touched the surface. Aratum has brought us quick wins but also caters to our scalability and future rollout."

-Last mile carrier in Hong Kong - Morning Express

Aratum Exchange is a module of Aratum Horizons. Aratum Horizons is the only enterprise-grade supply chain management solutions that offers **100%** service guarantee. We won't stop until it works for your business.

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