A Counter Sales Solution for Sales Agility, Increased Revenue and Cost Reduction
Solution Brief

Transform Counter Sales

In today’s rapidly changing world, technology is disrupting every industry. Wholesale distributors are at the center of this disruption. Wholesale distributors focusing on the customer experience will better position themselves for success in an ever increasing competitive environment.

The OMS+ solution, by DataXstream, addresses the challenges that exist in a complex wholesale business model. It helps companies reimagine the user interface to reflect the way customer engagements happen in real life and provides the platform for making SAP ERP the foundation of a true unified commerce strategy. OMS+ directly overlays an SAP ECC or SAP S/4HANA system to leverage the power and flexibility of SAP’s sales and distribution modules while providing a fluid interface the modern employee has come to expect in an order entry system.

OMS+ gives organizations a significant competitive advantage by providing customer service representatives with the tools needed to increase sales and improve customer satisfaction. OMS+ is designed around the premise that business is always changing and adapting to new customer behaviors. Its configuration tools allow for a more streamlined design that helps businesses to adapt their processes quickly to capitalize on new business objectives and rapidly changing market conditions.
The advanced user interface of OMS+ simplifies sales employees’ interaction with their SAP system. This allows them to focus on selling products and services rather than navigating complicated and disjointed screens and processes. OMS+ is built around the customer service representative and designed to simplify customer engagement at the counter, in a call center, or on the road. It deploys directly to SAP, eliminating the need for integration between the point of sale/order management system and the SAP ERP system, and eliminates common data synchronization issues with the backend ERP system.

OMS+ is designed to run on traditional terminals, tablets, and smart phones to provide organizations with the flexibility needed to deploy the interface on the platform that makes the most sense for their business. It can overlay any existing SAP Sales and Distribution (SD) order process and simplify system interaction for customer services representatives, allowing organizations to improve order processing while leveraging their existing investment in current sale processes.

The advanced hardware integration of OMS+ gives organizations the flexibility to implement customer interaction and payment processing functions, leveraging the latest payment technologies and PCI protection on the market. It supports advanced tendering functions, such as split-tender refunds and returns, while providing the ability to create custom configuration of tendering controls. The solution also provides advanced delivery functions that allow for partial payments, partial deliveries, split deliveries, split delivery lines, and direct to customer deliveries, all from one simple and responsive user interface.

Simplify the Sales Order Process

Objectives

Solution

Benefits

Quick Facts

Simplify the Sales Order Process

Provide Better Sales Agility
Provide Better Sales Agility

In today’s competitive environment, wholesale distributors need to be nimble and drive change instead of reacting to it. Distributors need to adapt quickly with new product lines, sites, promotions, acquisitions, and more. All of these require an order management solution that can be easily customized, shorten time-to-money, and provide a sales platform that enables better overall business process agility. Distributors today typically find themselves in one of two situations:

- They use heavy customization to simplify sales and, in return, create obstacles to upgrading their core SAP ERP platform, resulting in rigid business processes.
- Or, they integrated a third party order management system to simplify sales leading to similar issues because of expensive, complex, inflexible integration.

OMS+ is written in HTML5, CSS and JavaScript, and provides a highly flexible and portable user interface. It transacts directly with SAP using modern OData services, and as you change your core SAP business processes, OMS+ changes with them, allowing organizations to quickly adjust their SAP business processes to improve customer engagement and create better customer outcomes.
## Better Customer Outcomes

Performance matters. OMS+ sits on top of SAP core sales and distribution modules, allowing sales employees to utilize the power of SAP to conduct transactions tailored to the customer's needs. OMS+ provides a modern user interface that simplifies SAP order management and provides streamlined user workflows. Gone are the days of logging into multiple systems and running dozens of transactions to collect all the information the customer needs to make an informed decision and place an order. Users can easily get customer-, store-, or channel-specific pricing, and best-in-class pricing capabilities allow for unlimited pricing scenarios. Discounts and surcharges can be controlled by the user, with system controls that can maximize and protect margins.

OMS+ helps users find the products their customers need, when they need them. Sales employees can easily see inventory levels in real time, whether at branch locations, warehouses or alternate locations. Inventory can automatically be transferred or reallocated based on customers’ needs. Intuitive user tools allow the user to search for products by customer history, attributes, identification numbers and description. OMS+ suggests related upsell items and alternatives during the order transaction.

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Faster Time-to-Money

SAP’s digital core is among the most powerful end-to-end and cross-line of business ERP systems on the market. Supporting so many processes and business functions can make the system complicated, which makes it much more time-consuming to bring new sites online and to train new users. OMS+ drastically reduces the training time and resources needed to introduce a new user to a company’s SAP system, dramatically reducing organizations time-to-money. New users with little to no training can intuitively use the OMS+ solution’s unique interface to call on the SAP backend during transactions. This intuitive interface allows employees to begin transacting productively on their own, soon after being introduced to the system, versus the much longer training period users experience with most order management solutions found on the market today. Because OMS+ leverages all of SAP’s database and processes, users interact with the most accurate and current order and availability data. There is no lag time from complicated integration and data transfer across processes.
Reduced Total Cost of Ownership

Typical 3rd party applications that support counter sales and CSR teams come with substantial cost for implementation and maintenance. OMS+ has a unique design that can greatly reduce or, in most cases, eliminate costly integration and maintenance. OMS+ sits within SAP ERP and is part of the software stack, so no integration is needed. Plus, current in-house SAP SD resources are able to support OMS+ when needed.

OMS+ greatly reduces the change management needed for the customer during their migration from ECC to S/4HANA. OMS+ can be implemented on an existing ECC system and easily adapted to S/4 with little or no change to the users view, making the transition seamless.

On-Boarding new users is streamlined with built in tutorials. The user does not need to know SAP to be productive.
## Solution Brief

### Summary

OMS+, by DataXstream, gives wholesale distributors a simple user interface for SAP that enables users to research products, review customer accounts, and manage quotes, orders, tenders, deliveries, scheduled pickups, and inventory checks from one central location in less time than ever before. OMS+ helps simplify existing and new SAP sales processes. It directly overlays a company’s SAP SD configuration and customizations, and enables customer service representatives to process sales transactions the way customers want to do business.

### Objectives

- Optimize sale processes and transactions with a flexible and intuitive user interface that reduces interaction cycle times
- Leverage a best-in-class user interface to leverage the power of SAP SD business processes
- Transact in real-time with the most accurate customer and material availability information

### Solution

- Support sales processes across companies, divisions and multiple channels, such as: counter sales, call center sales, and mobile sales. Mobile sales can be done with multiple devices, including laptops, tablets and/or other various types of handheld devices and transition seamlessly between them
- Allow customer service representatives to drive the sales order entry process and have the flexibility to adjust the transaction in real time as it evolves.

### Benefits

- Better customer outcomes
- Reduce cycle times for successful customer engagement
- Improve levels of customer service
- Reduce time-to-money
- Improve agility and flexibility of sales processes
- Reduce sales system TCO
- Reduce system training time

### Quick Facts