



Magento **Live**

Australia | 2016

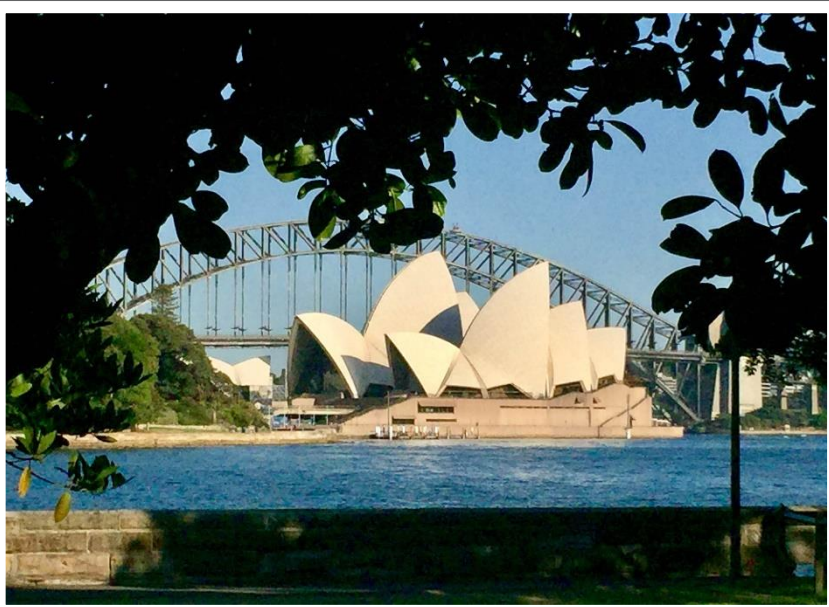


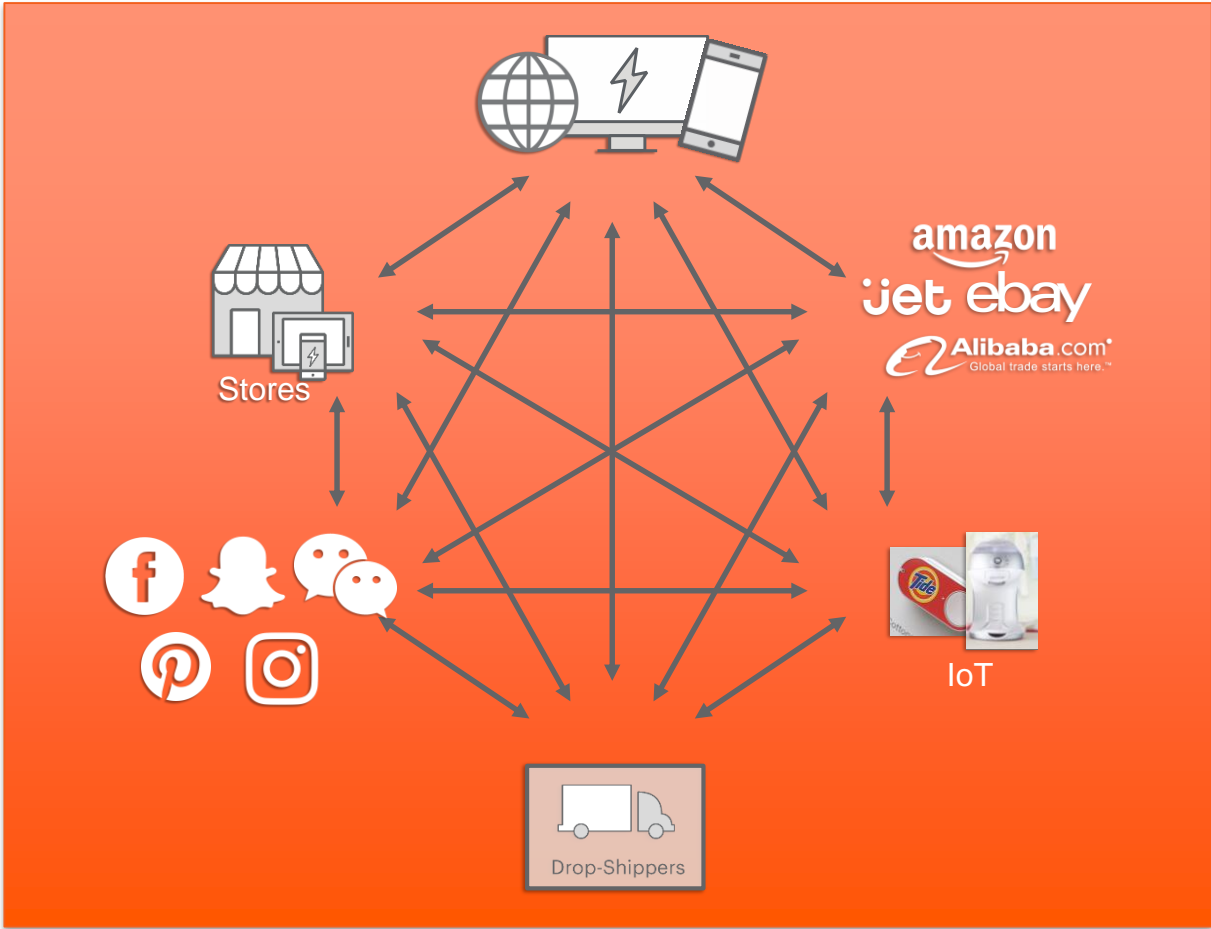
Magento Commerce Order Management



Michael Sonier

*Senior Director, Product Management, Omnichannel
Magento Commerce*





Consumer Expectations

91%

ETA for Orders

61%

BOPIS

89%

View Local Store
Inventory Online

86%

Buy Online & Return
to Store

73%

Ship To Store

75%

Visit Store if Inventory
Online

81%

Associates Not Well
Informed

Source: Forrester Research

Merchant Opportunity

20-30+%

Incremental Sales by Ship From Store¹

30-40%

Potential Attached Rates from BOPIS²

1-10%

Incremental In-Store Sales Lift with Endless Aisle²

30%

Higher Lifetime Value of Shoppers that Buy on Multiple Channels vs. Single Channel³

1. Ee/Magento Merchants
2. Forester Research
3. Multi-Channel Merchant

The Omni Challenge



35%

of retailers cite a lack of technology spanning eCommerce, mobile and in-store



77%

of retailers rank inventory planning and visibility as top priorities



94%

of retailers face significant integration barriers

Retailers lose

**\$1.75
Trillion**

Due to overstocks,
out-of-stocks, and
preventable returns



e-commerce platform

ERP











































POS



“Other”

Existing Systems Can't Deliver

	Key OMS Functions	ERP	eComm	POS	OMS
1	Multi-node Inventory				
2	Intelligent Inventory Allocation per Channel				
3	Support Multi-selling Channels				
4	Complex Orders: pre-sale, back order, etc.				
5	Intelligent Order Sourcing				
6	Store Fulfillment: BOPIS/SFS/STS				
7	Endless Aisle				
8	Store Associate UI, pick/pack/ship tools				
9	Order Modifications				
10	Customer Service Tools				



= not supported



= may have minimal support



= limited support customizations



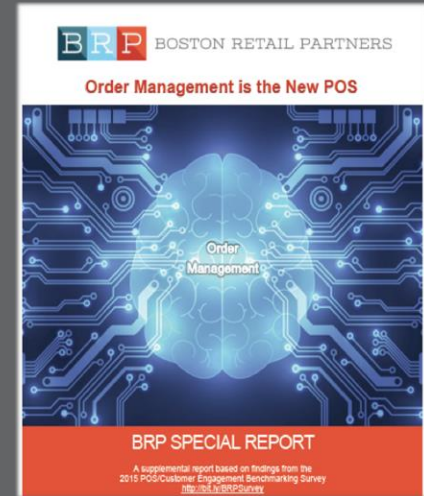
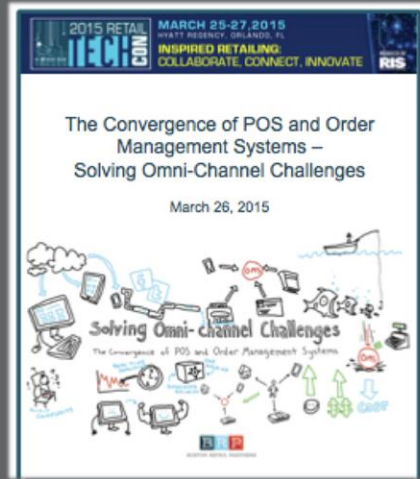
= some capabilities with customizations



= fully supported

“ERP platforms are ill-equipped to manage omnichannel orders that must transcend online and offline channels”

FORRESTER®



73%



plan to utilize an OMS as
their unified commerce
platform within 3 years

BRP



DIGITAL
COMMERCE
SURVEY

ANNUAL
SURVEY

2016

OMS



INVENTORY



ORDERS

BUSINESS RULES



e-commerce
platform

OMS



BUSINESS
RULES

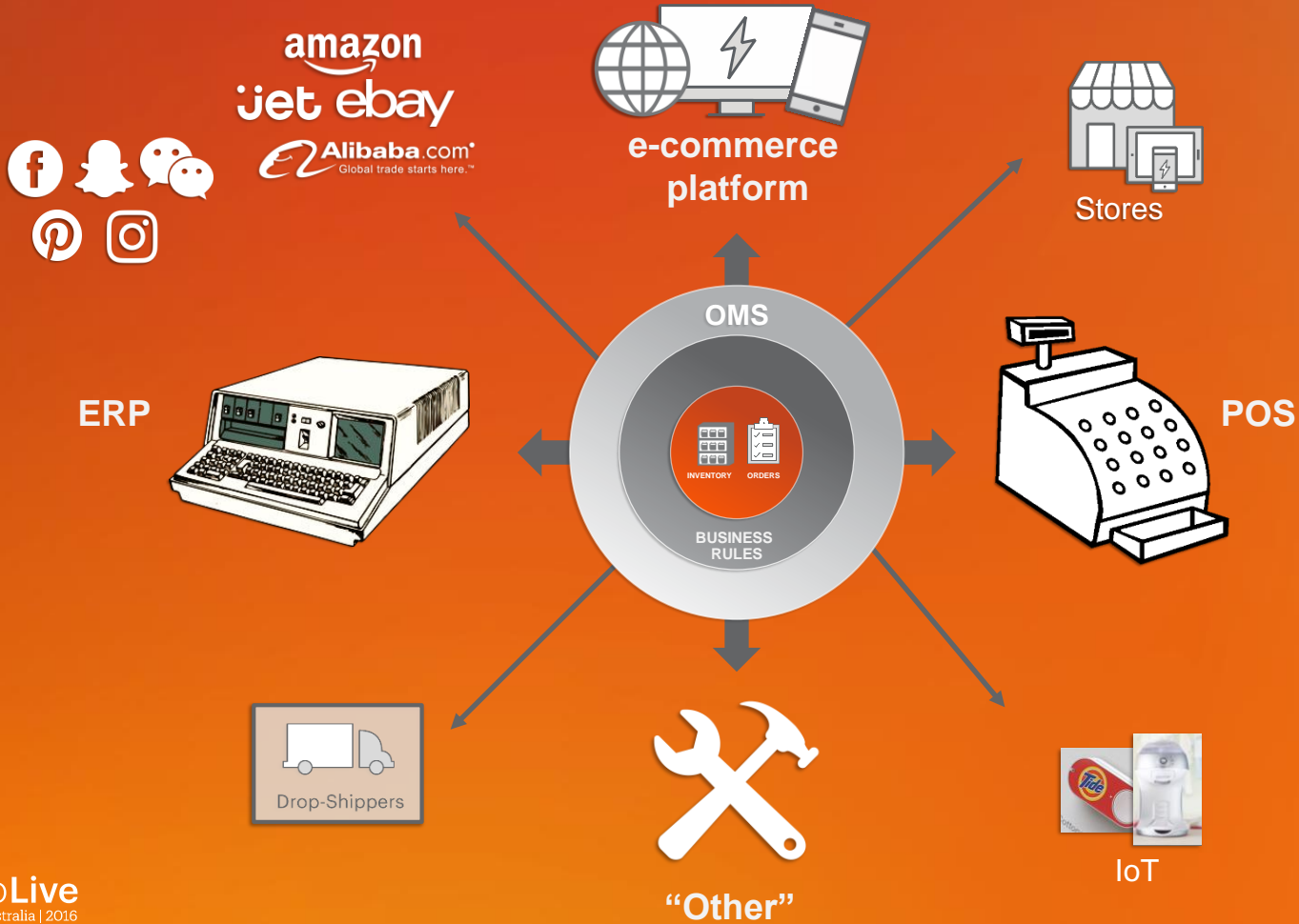
ERP



POS



“Other”



Magento Commerce Order Management

Solution Snapshot

Magento Commerce Order Management

Payments & Risk





iRobot®

Demandware Webstore
13 Webstores in EU & US



TOUS

5 Webstores EU & US
Payments & Risk



BROWN-FORMAN

Jack Daniels B2C UK
B2B all brands in AU



LUXOTICA

IBM Websphere Webstore
Sunglass Hut in UK



dyson

10 Webstores in EU & AU
4 Currencies



HH
HELLY HANSEN

22 Webstores in EU, CA, US
9 Currencies



DEVLYN

900 Stores in Mexico
Store Fulfillment



25 Stores in US
Store Fulfillment



MADISON:UK

EU Distributors
Inventory Visibility and
Store Fulfillment



BENTLEY

350 Stores in Canada
Store Fulfillment



Gabor

35 Stores in UK

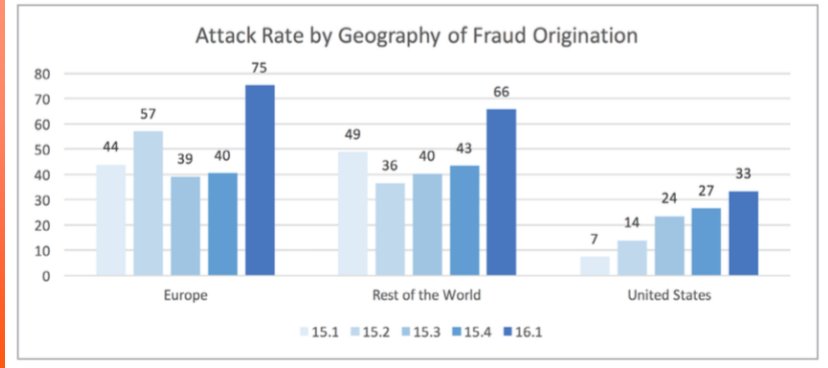


Frankfurt Airport
Multi-merchant – BOPIS, SFS

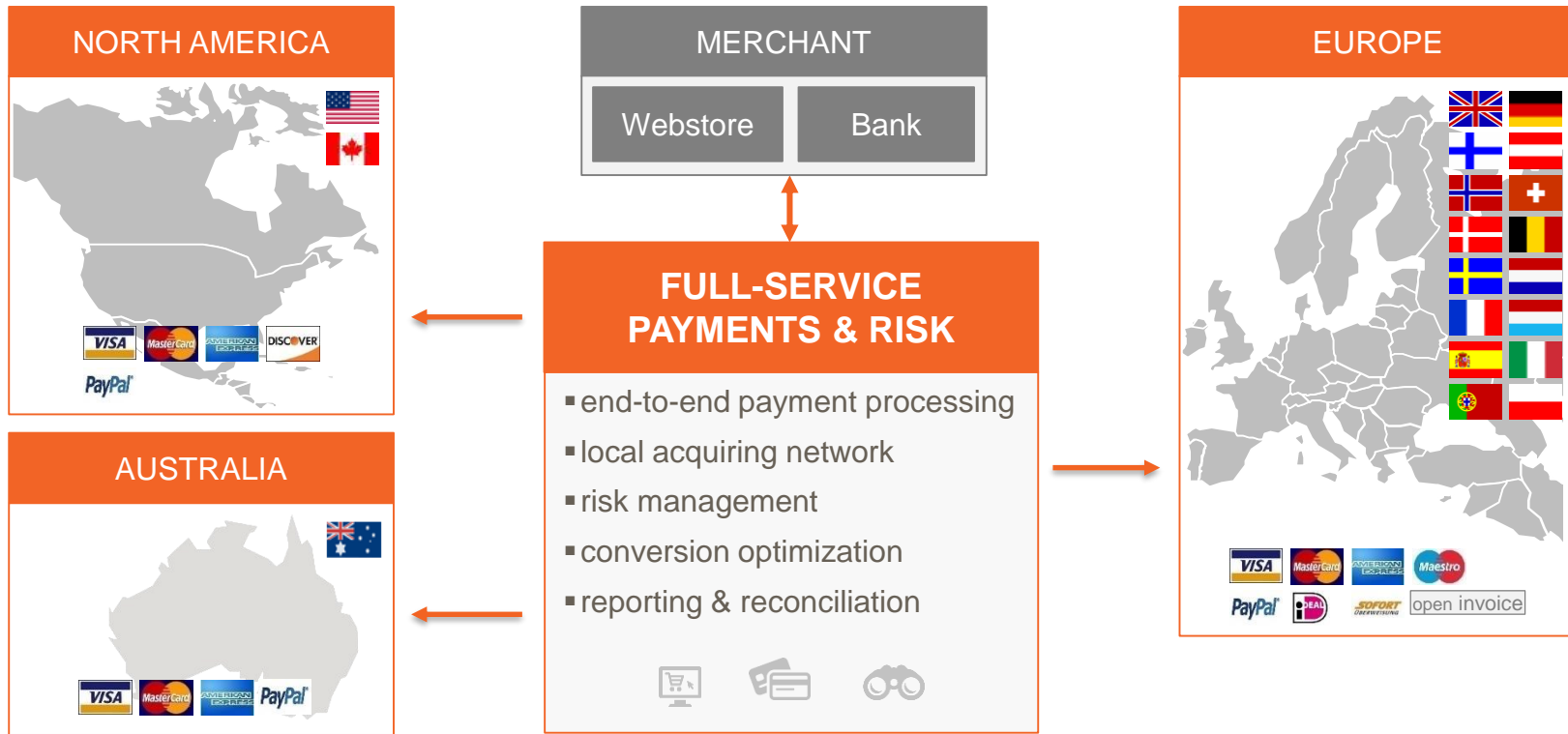


Magento Payments & Risk

Online Fraud Attacks Dramatically Increasing



Global Payment Processing Network



Payments & Risk – The Magento Approach

We Assume ALL Fraud Liability

- Our expert team and proven processes enable us to reduce fraud so dramatically that **we will assume all liability for the merchant.**

**0 Loss vs. 0.9%
Industry Average
Fraud Loss**

While Also Driving Upside

- We are only paid on successful orders and motivated to drive sales
- Our expertise and technology drives a **13% increase** in acceptance rates vs. industry avg.

**89% Acceptance
Rate vs. 76%
Industry Average**

We Are Comprehensive and Full Service

- Pre-integrated with MCOM simplifies launch and reduces complexities
- Multiple geographies supported out-of-the-box
- Not just a re-sell of a gateway and/or fraud “tool”

**Proven Expertise
with People, Process
and Technology**

Why Payments Matter Now More Than Ever

Tuesday, 1:00pm-1:30pm

Grand Ballroom B, Level 3

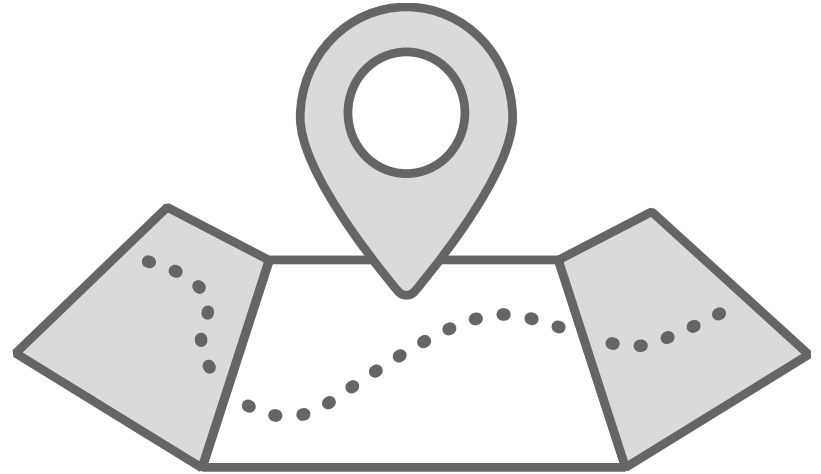
*Andy Barker, Sr. Director of Strategy and Growth,
Global Payments, Magento Commerce*

Philipp Barthold, VP Omnichannel Technology, Magento Commerce

Strategy and Investment Themes

Strategic Roadmap Themes 2016-2017

- SI Enablement
- Expand Omnichannel Capabilities
- Strengthen Core
- Scale for growth



Our Roadmap for Magento Commerce Order Management

This represents our current view of the roadmap. Features and timing may change.

Q4 2016

Q1 2017

Q2 2017

H2 2017

SI Enablement:

- Standard Logistic/FF integration framework

Omnichannel

- Magento Shipping Integration
- Sourcing Engine PH1
- mPOS/Endless Aisle beta demo (ebizmarts)

Scale for Growth

- configuration wizard lowering internal launch efforts

SI Enablement:

- Magento U curriculum rollout
- Integration framework continued

Omnichannel

- Ship To Store 1st client live
- Sourcing Engine Ph 2
- Endless Aisle int (ebiz)

Core

- Admin UX enhancements

Scale for growth

- Magento AWS cloud

Ecosystem Enablement:

- Integration framework cont

Omnichannel

- Returns enhancements
- Sourcing Engine Ph 2
- Mobile Store FF int (ebiz)

Core

- CS enhancements
- Magento Analytics integration

Scale for growth

- Error handing automation

Ecosystem Enablement:

- Integration framework cont

Omnichannel

- Sourcing Engine Ph 3
- BOPIS/SFS/STS enhancements

Core

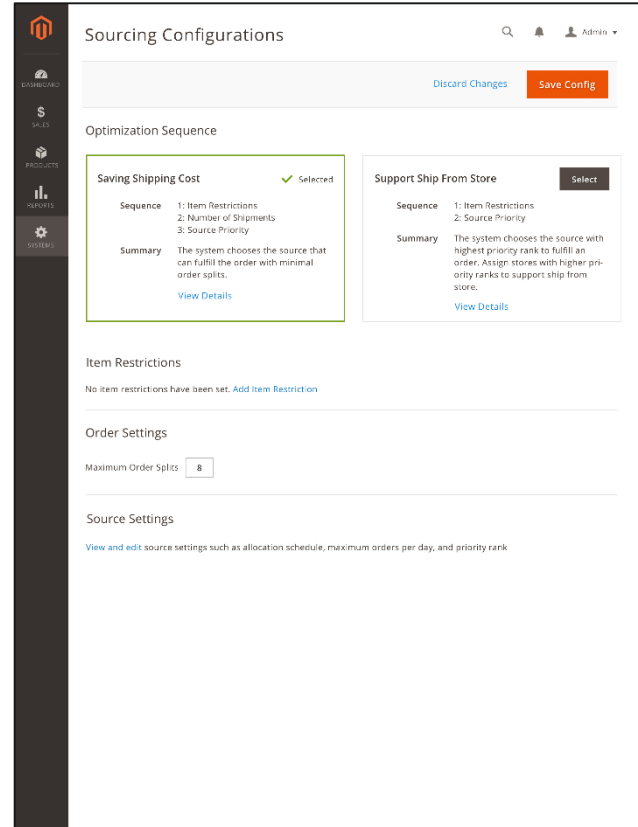
- Subscriptions
- CS partnership

Scale for growth

- Configurable order flow

Roadmap: Sourcing Configuration with Analytic Insights

- Continual expansion of sourcing engine logic to include attributes on margin, shipping costs, etc.
- Simulation tools to test and optimize sourcing engine configurations before pushing to production.



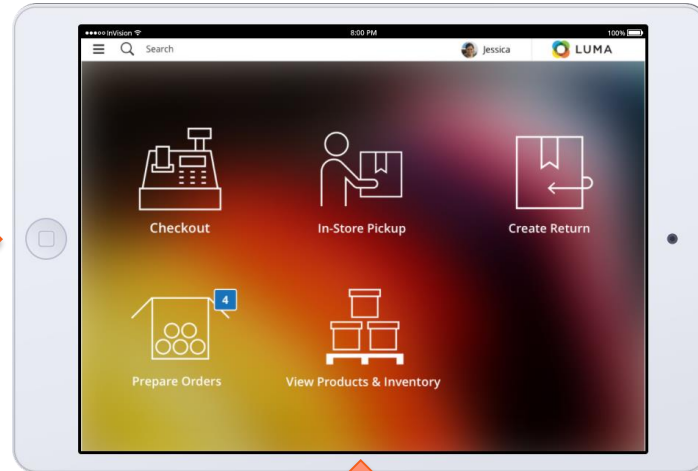
The screenshot displays the 'Sourcing Configurations' page in a Magento system. The interface includes a top navigation bar with a search icon, a notification bell, and a user profile labeled 'Admin'. Below the navigation bar, there are two buttons: 'Discard Changes' and 'Save Config'. The main content area is titled 'Optimization Sequence' and contains two configuration cards. The first card, 'Saving Shipping Cost', is marked as 'Selected' with a green checkmark. It lists a sequence of three steps: '1: Item Restrictions', '2: Number of Shipments', and '3: Source Priority'. A summary states: 'The system chooses the source that can fulfill the order with minimal order splits.' A 'View Details' link is provided below the summary. The second card, 'Support Ship From Store', is not selected. It lists a sequence of two steps: '1: Item Restrictions' and '2: Source Priority'. A summary states: 'The system chooses the source with highest priority rank to fulfill an order. Assign stores with higher priority ranks to support ship from store.' A 'View Details' link is also present. Below the optimization sequence, there are sections for 'Item Restrictions' (with a note that no restrictions have been set and a link to 'Add Item Restriction'), 'Order Settings' (with a 'Maximum Order Splits' input field set to '8'), and 'Source Settings' (with a link to 'View and edit source settings such as allocation schedule, maximum orders per day, and priority rank'). A dark sidebar on the left contains navigation icons for 'Dashboard', 'Sales', 'Products', 'Reports', and 'System'.

MCOM Store Capabilities: mobile POS & Endless Aisle

Comprehensive in-store tool that leverages the best of MCOM, Magento 2 and ebizmarts

Magento Digital

Catalog
Pricing/Promotion
Cart
Customer
Wishlists



Magento COM

Orders
Inventory
Store FF Processes

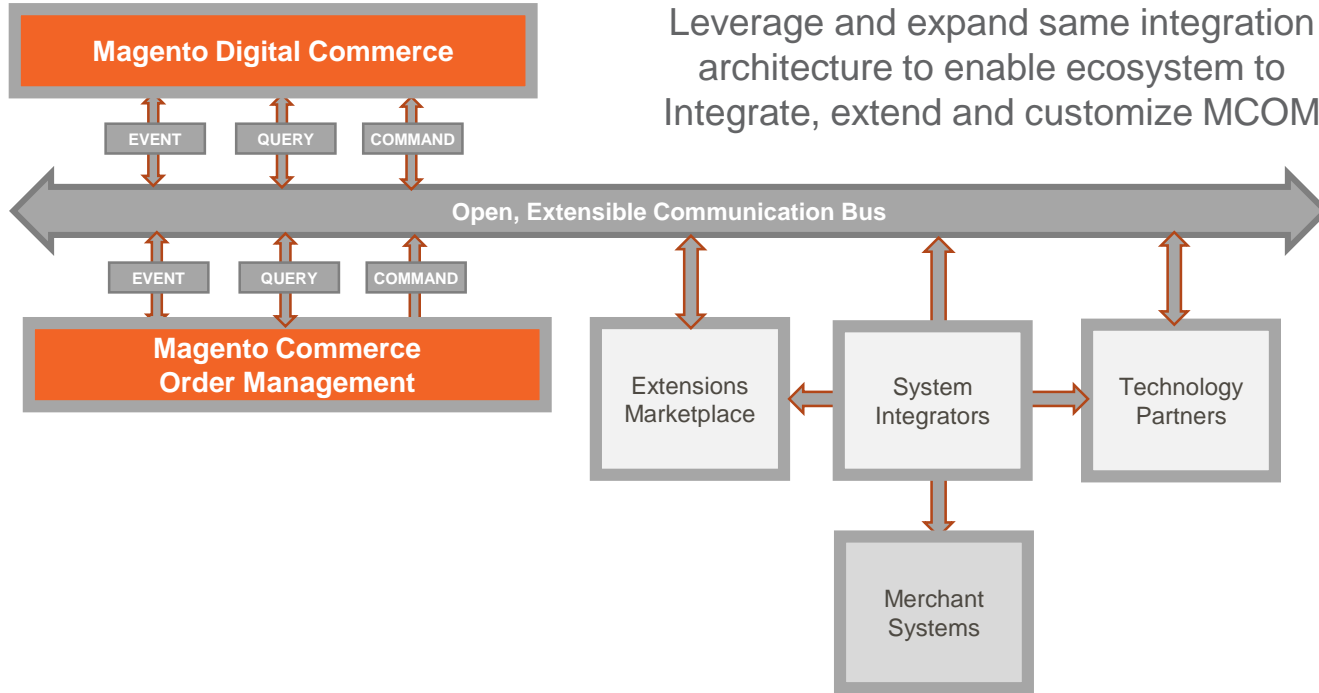


ebizmarts | POS
mPOS

Payment Gateways &
Hardware integration

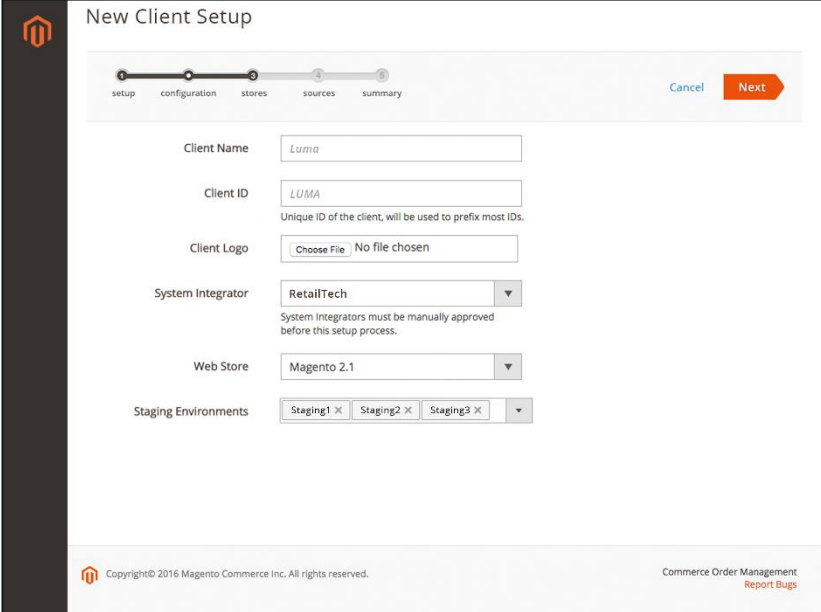


MCOM Roadmap: Ecosystem Enablement



Roadmap: Set Up Configuration Tooling

- Configuration wizard that streamlines the merchant launch process significantly



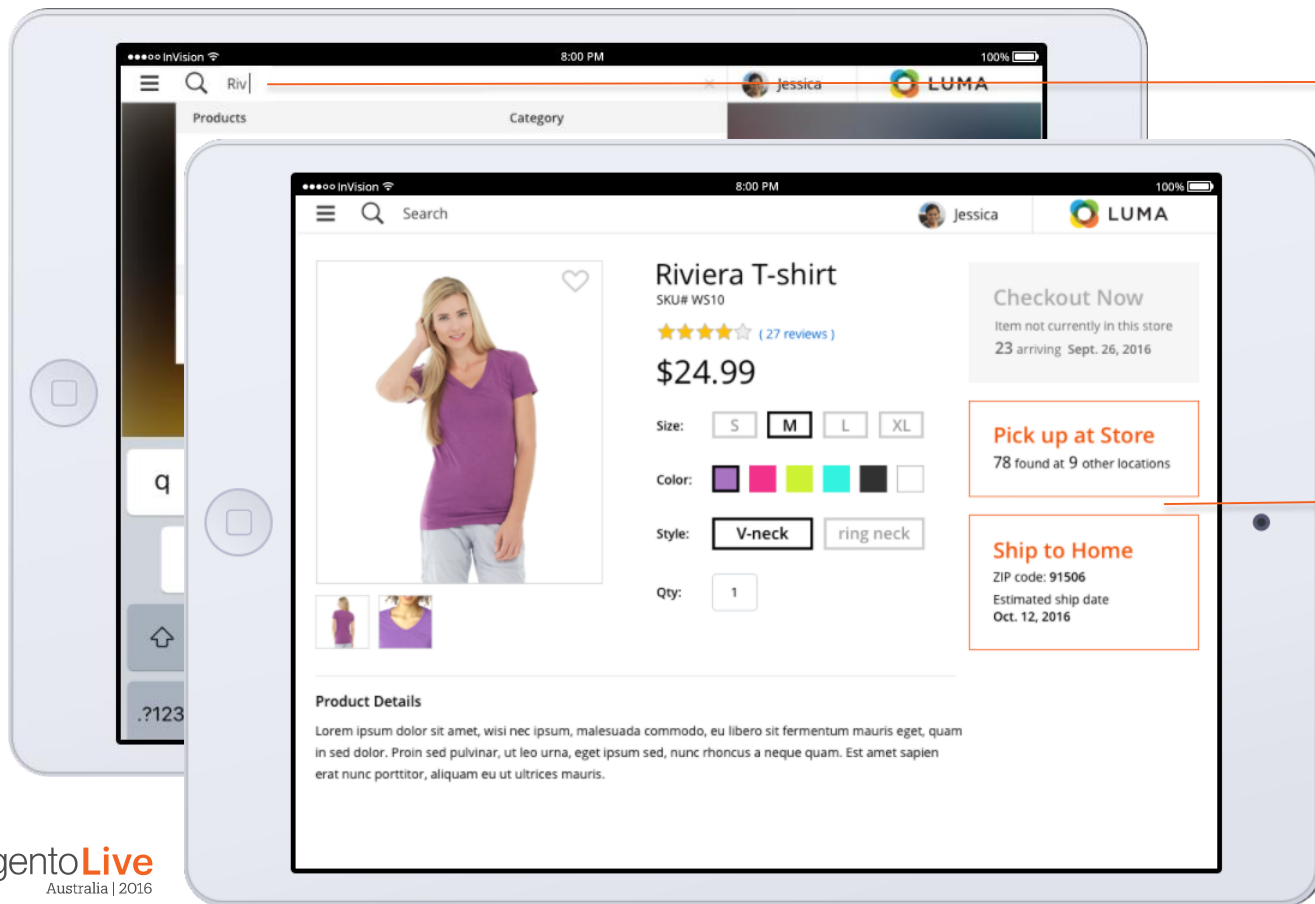
The screenshot displays the 'New Client Setup' wizard interface. At the top, a progress bar shows five steps: 'setup', 'configuration', 'stores', 'sources', and 'summary'. The 'configuration' step is currently active. To the right of the progress bar are 'Cancel' and 'Next' buttons. Below the progress bar, the form contains the following fields:

- Client Name:** Text input field containing 'Luma'.
- Client ID:** Text input field containing 'LUMA'. Below it, a note states: 'Unique ID of the client, will be used to prefix most IDs.'
- Client Logo:** File selection field with a 'Choose File' button and the text 'No file chosen'.
- System Integrator:** Dropdown menu with 'RetailTech' selected. Below it, a note states: 'System Integrators must be manually approved before this setup process.'
- Web Store:** Dropdown menu with 'Magento 2.1' selected.
- Staging Environments:** Field containing three buttons labeled 'Staging1 X', 'Staging2 X', and 'Staging3 X', followed by a dropdown arrow.

At the bottom of the interface, there is a footer with the Magento logo, the text 'Copyright© 2016 Magento Commerce Inc. All rights reserved.', and links for 'Commerce Order Management' and 'Report Bugs'.

Store Details

Endless Aisle

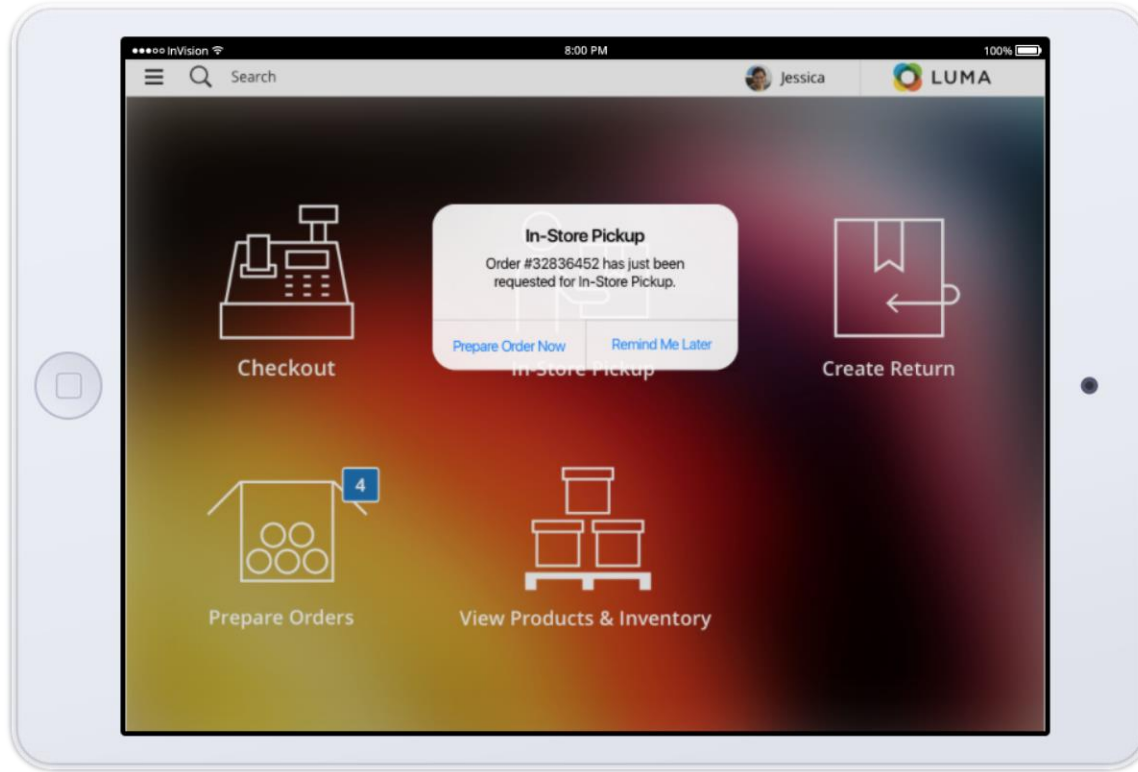


Searchable rich product content catalog powered by Magento Enterprise Edition

True “Endless Aisle” powered by MCOM’s global inventory

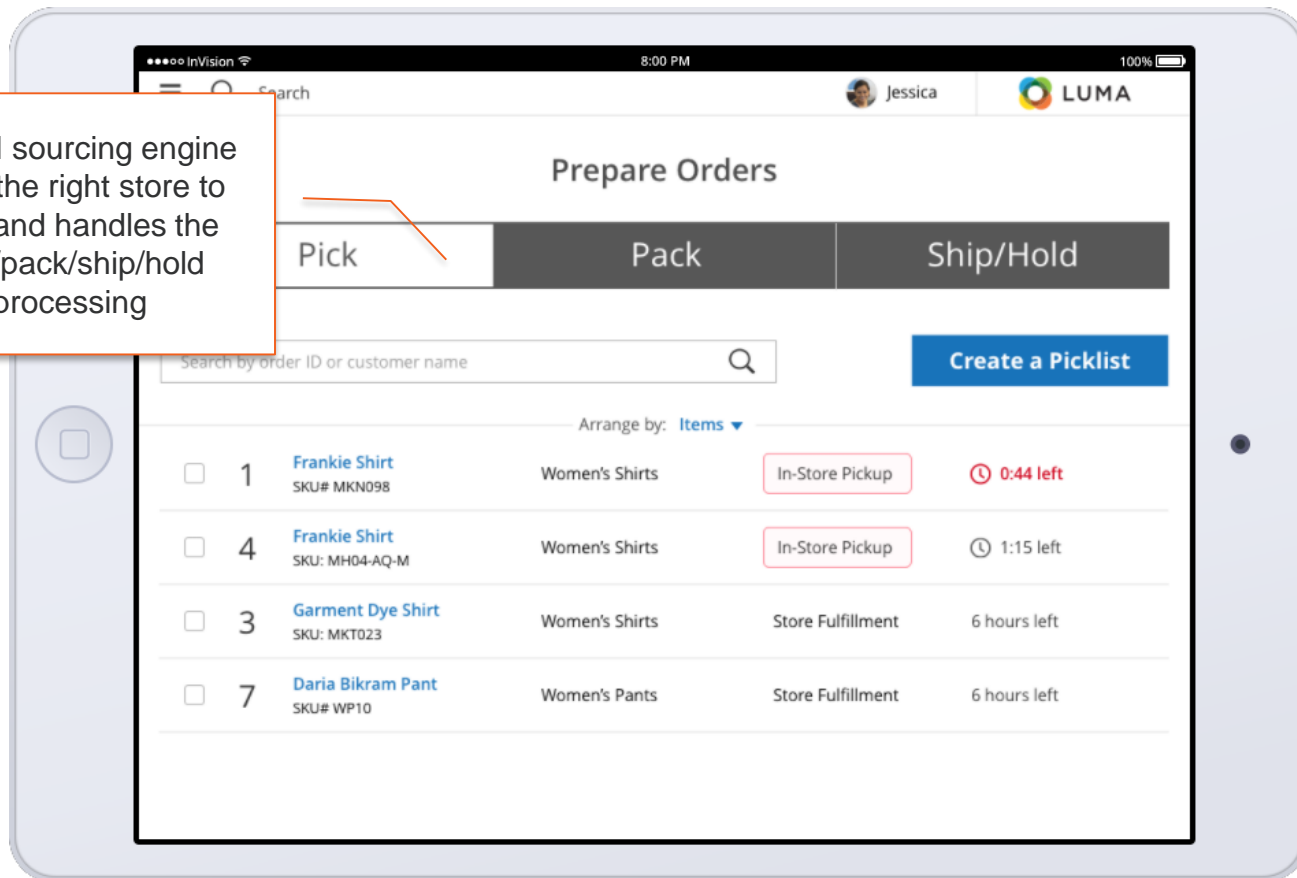
Multiple fulfillment options powered by MCOM

Mobile Store Fulfillment Associate Tool



Mobile Store Fulfillment Associate Tool

MCOM sourcing engine picks the right store to fulfill and handles the pick/pack/ship/hold processing



Mobile Store Fulfillment Associate Tool

Barcode scanning capabilities to streamline the pick process

Mobile pick confirmation (scanning powered by ebizmarts)

Confirm/decline processed by MCOM to trigger pick-up email or resourcing logic

inVision 8:00 PM 100%




Search Jessica LUMA

Picklist #74635253

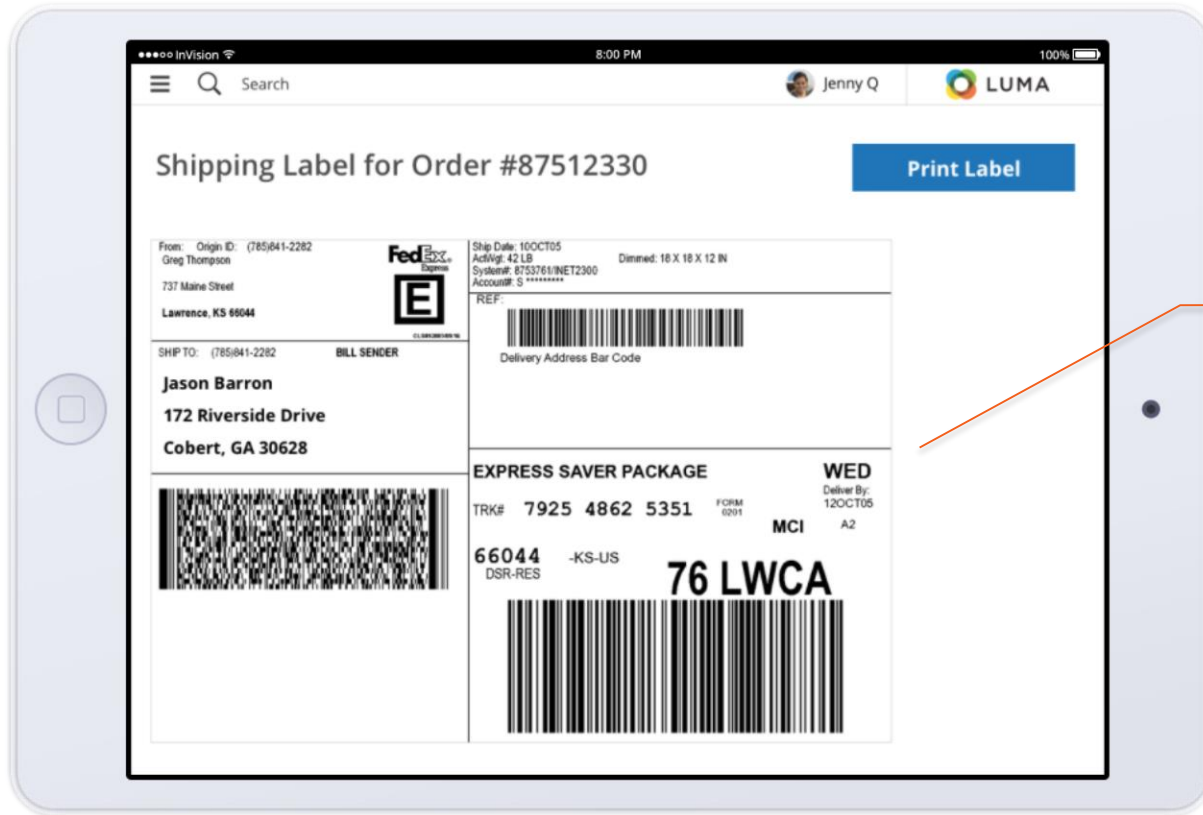
Items to be picked: 10 Time remaining: 1:12

Enable Barcode Scanner

Arrange by: Item Categories

	Frankie Shirt SKU: MH04-AQ-M Color: Aqua Size: Large Material: Matte	Requested: 4	4 Confirmed Edit
	Garment Dye Shirt SKU: MKT023 Color: Purple Size: Large Material: Lycra/Cotton	Requested: 3	Confirm Edit Decline
Women's Pants			
	Daria Bikram Pant SKU: WP10	Requested: 7	Confirm

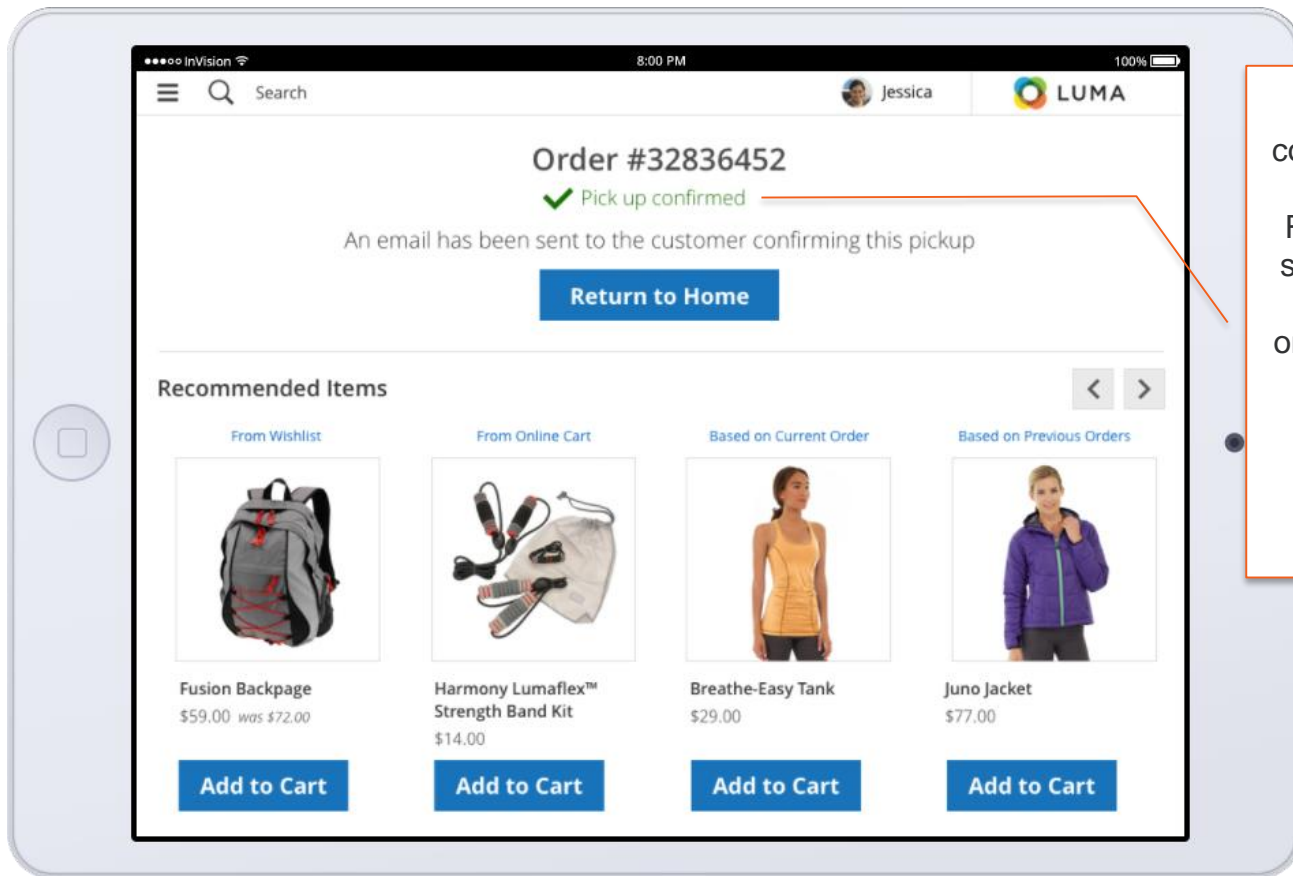
Mobile Store Fulfillment Associate Tool



Print Hold ticket for (BOPIS) or shipping label* for Ship-from-Store

*Carrier Integration with Magento Shipping partnership GA 4Q 2106

Mobile Store Fulfillment Associate Tool



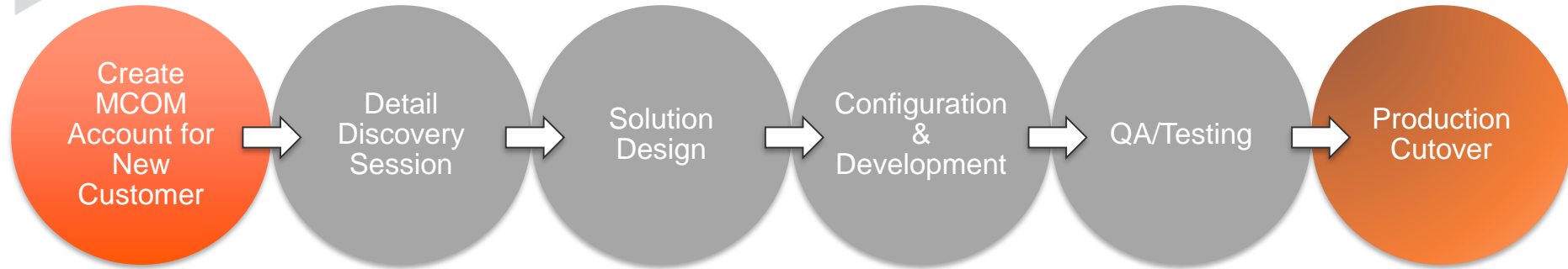
Order Pick-up confirmed by MCOM

Recommendations served to associate based on omnichannel view of consumer.

Can also access consumers online card and wishlist.

Q&A

Partner Driven Deployment Approach for COM



MCOM Team

Partner training to enable SI's to perform discovery and solution design portion of implementation

3 Deep dive, multi-day training sessions

Enable SI's to begin performing discover and solution design portion of implementation, with Magento's assistance for first deals

Expand & standardize MCOM Integration Framework

Expand the MCOM integration framework, making them more standardized and extensible

Leverages common M2 integration architecture

MCOM & SI Teams