Cognizant®

Reaping the best benefits from Distributed Order Management with OmniCloud OMS

OMS Cloud Migration

In today's digital era there is an ever-increasing need to have greater online selling capabilities coupled with existing offline (retail stores) presence. Customers expect a seamless buying and post-purchase experience irrespective of the channel they utilize to engage with retailers. This behavioral aspect of customers poses an ever-increasing challenge to offer multiple fulfillment propositions, accurate inventory visibility, enhanced promise date, order tracking and seamless returns management capabilities. The list goes on, and these growing demands add to the already existing pressure on traditional business and IT organizations to keep meeting the next level of standards, often set in terms of increased conversion rates, superior customer service, and highly reliable and scalable OMS systems.

Retail needs the nimbleness to roll out newer omnichannel commerce strategies (ship-from-store, curbside pickup, BOPIS, etc.) with reduced time to market and faster ROI. With the ongoing pandemic situation, an omnichannel strategy is more important than ever for businesses to stay afloat. The COVID-19 effect has accelerated and exposed the avenues to push mid- and long-term future states as the immediate future. Enhanced capabilities leveraging distributed order management (DOM) and global inventory visibility

(GIV) provide the business drivers needed to support omnichannel capabilities in these difficult times. The direction for the future of the retail industry is obvious, based on the above facts. An organization-wide strategy and the transformation required for a more direct-to-consumer (DTC) approach is being achieved by tuning the IT organization and infrastructure and by leveraging best-of-breed cloud-enabled omnichannel fulfillment platforms.
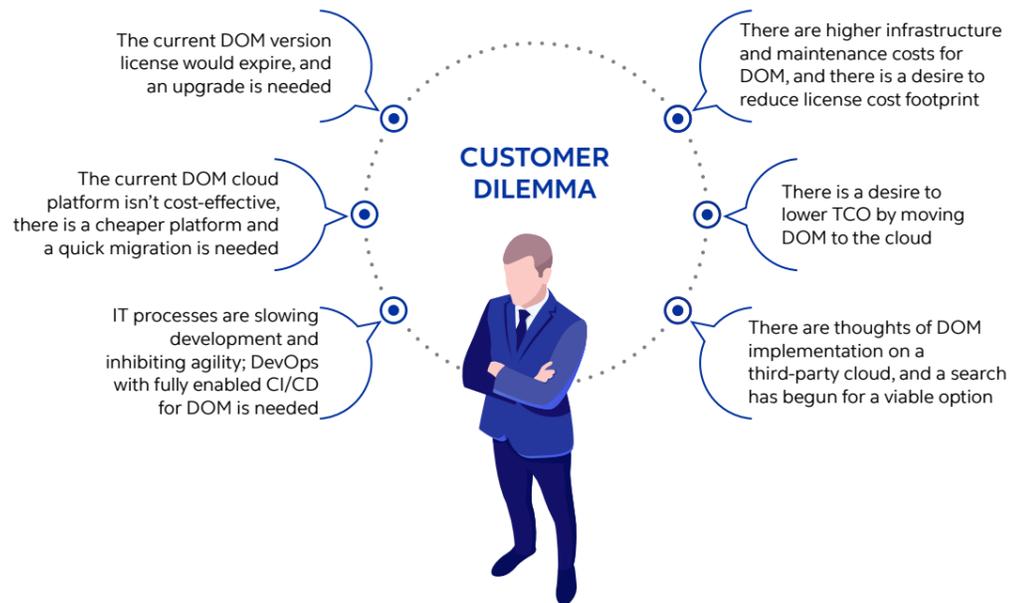
Cloud migration or digital transformation for core systems like DOM and GIV is a key foundational step in achieving the omnichannel vision many organizations outline to serve customers in a more nimble fashion. It helps to provide the much-needed cloud-scale boost that most off-the-shelf products are unable to achieve.

One immediate benefit is the "flexibility" it provides (as cost levers) in bringing down the expenditure on IT infrastructure and maintenance. The "pay-per-usage" offering benefits retail organizations that need a scaled-up infrastructure during peak times and a scaled-down version during lean periods.
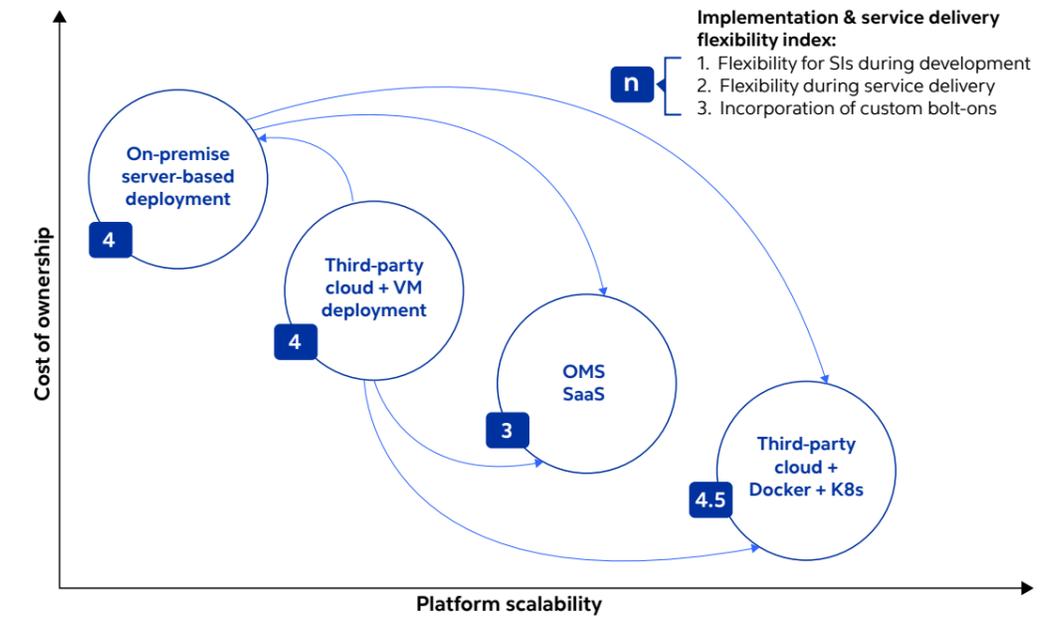
Cognizant's OmniCloud OMS offering comes bundled with highly scalable and robust plug-and-play business features that minimize upfront expenditures (CapEx) and resource investments for software, hardware and services. OmniCloud OMS is easy to deploy and readily provides IT DevOps with a scalable, nimble and reliable platform to configure and enable solutions according to business needs. The offering includes complete future application upgrades,

Customer dilemma: Understanding the problem

When looking at the inevitable ask of cloud migration, many thoughts trigger a DOM cloud implementation or migration. These are the most common:

The current DOM version license would expire, and an upgrade is needed

There are higher infrastructure and maintenance costs for DOM, and there is a desire to reduce license cost footprint

The current DOM cloud platform isn't cost-effective, there is a cheaper platform and a quick migration is needed

CUSTOMER DILEMMA

There is a desire to lower TCO by moving DOM to the cloud

IT processes are slowing development and inhibiting agility; DevOps with fully enabled CI/CD for DOM is needed

There are thoughts of DOM implementation on a third-party cloud, and a search has begun for a viable option

Trends in order management

Implementation & service delivery flexibility index:
1. Flexibility for SIs during development
2. Flexibility during service delivery
3. Incorporation of custom bolt-ons

Considering the above, quite a few options are available for cloud migration. Cognizant's OmniCloud OMS offering has a template solution that forms the basis for any rapid cloud implementation (new) or cloud migration for DOM and GIV. It provides the path of least disruption and includes mechanisms for COTS products like DOM and GIV to align with the digital transformation journey and migration to the cloud.

Our solution: The Cognizant advantage

Cognizant's best-in-class OmniCloud OMS template solution is built on IBM's most advanced Sterling OMS, v10 and above, which provides customers with implementation benefits and service advantages for new implementations, Sterling OMS upgrades or migration to a third-party platform.

The Cognizant OmniCloud OMS template solution is implemented like a packaged "accelerated" offering that includes:

Detailed implementation plan and related dependencies—**upfront determination** of dependencies **reduces** overall risks	**Infrastructure as code:** Well-defined and tuned **Terraform Scripts** on AWS for **automatic** provisioning of multiple environments, including all components such as database, MQ and others
Reference architecture—precise, mature and replicable for DOM cloud platform	**Containerized DOM and GIV** ready to be deployed on Kubernetes Cluster; application monitoring framework already integrated to reduce weeks of work
Reference Kubernetes charts, Helm charts, design and capacity planning artifacts. **Rapid** deployment and ready-to-go from **Day 1** of the implementation phase	**Automated** single-click build and deployment
Automated regression test packs	Cloud platform cost estimation approach; **strict** control of cloud cost
Certified IBM DOM accelerators and containers	

Value proposition

Faster implementation. ~15% to 20% effort reduction	Pitfalls addressed & reference artifacts—reduce error & time to reinvent
Y-o-Y OpEx reduction estimated ~25% to 30% OMS infrastructure cost reduction	30% to 35% reusable solution for IBM Sterling cloud migration or new implementation

Case study: Improved customer experience for a UK high street clothing retailer

For a leading UK multinational apparel retailer, Cognizant implemented an end-to-end omni-channel digital transformation with OmniCloud OMS, upgrading IBM DOMS from version 9.3 to 10.0 and migrating multiple applications, including DOMS, to AWS cloud. IBM DOMS was deployed in containerized format on the managed AWS Kubernetes cluster (EKS). The complete implementation was done with minimal downtime during cutover as well as multiple steps to re-platform and migrate data to the cloud, enhancing the customer experience.

Benefits:

- Gained the ability to leverage all the new, out-of-the-box business capabilities IBM DOM provides
- Increased platform agility and flexibility—**~48 times faster** for environment provisioning
- **Reduced/saved ~20% to 30%** in infrastructure costs
- Improved platform stability, visibility and reliability, with the included automated cloud platform disaster recovery mechanism. Helped **reduce** service delivery effort by **~10% to 15%**
- Improved control of the environment and hence **better** control over infrastructure costs
- Improved pre-peak season activities—**~12 times** faster compared to earlier seasons—as well as control

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About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 185 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at **www.cognizant.com** or follow us **@Cognizant**.

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