

Toshiba and IBM continue to expand their leadership in Omni-channel Commerce

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Omni-channel Commerce has been the differentiator for best-in-class retailers to satisfy customer needs, increase market share, and increase profits. Today's Omni-channel world requires a new approach to capturing and seamlessly executing customer orders as they cross the myriad of existing and emerging touch points and into stores and physical formats. Toshiba and IBM have built dynamic order capture and execution capabilities that bridge digital and physical worlds to power seamless Omni-Channel execution. Toshiba and IBM continue to build on these capabilities with proven performance studies to ensure that their commerce solutions will scale to peak levels when executing on the key tasks needed for seamless Omni-channel execution.

Delivering on sustainable Omni-channel business strategies is not an easy task. It requires coordination across multiple internal and external entities and the ability to provide accurate and consistent order and availability information across channels— instantaneously. Enabling an Omni-channel experience across channels during critical business peaks can bog down lesser commerce systems not designed to handle such workloads.

Toshiba and IBM provide the only complete Omni-channel solution that can deliver a consistent and reliable brand experience to the shopper. The solution helps retailers implement an Omni-channel strategy that coordinates selling across multiple stores, call centers, ecommerce sites and fulfillment across warehouses, distribution centers and external supply chain partners by providing consistent order and inventory information

that is instantaneously and seamlessly shared across all of these channels. And now Toshiba and IBM have demonstrated proven scalability to handle both small and large retailers during critical peak selling times.

Toshiba and IBM recently conducted a first of its kind Omni-channel benchmark of their solution with a central order management platform that enables Omni-channel commerce, by capturing orders from point-of-sale and web store front into a single order management instance, while maintaining accurate inventory availability across the board. The objectives of this Omni-channel benchmark were to demonstrate inventory and order accuracy as well as high performance at peak volumes experienced by some of IBM and Toshiba's largest and diverse retail customers. Web orders were captured in IBM's WebSphere Commerce and sent to IBM Sterling Order Management through a direct integration that increases the speed of the transfer. Point of sale orders were captured through simulated terminals using Toshiba's TCxGravity solution. The benchmark simulated 5000 point of sale devices from 2000 stores placing orders through the Toshiba TCxGravity application running in the Sterling OM instance. This setup caters to a majority of retailers who prefer a central server over store-specific deployments to minimize IT overhead and total cost of ownership. A centralized inventory and promising server was deployed to maintain an accurate and consistent inventory picture across all channels. Advanced sharding capabilities were used to segregate orders by channel and enable fuzzy order search.

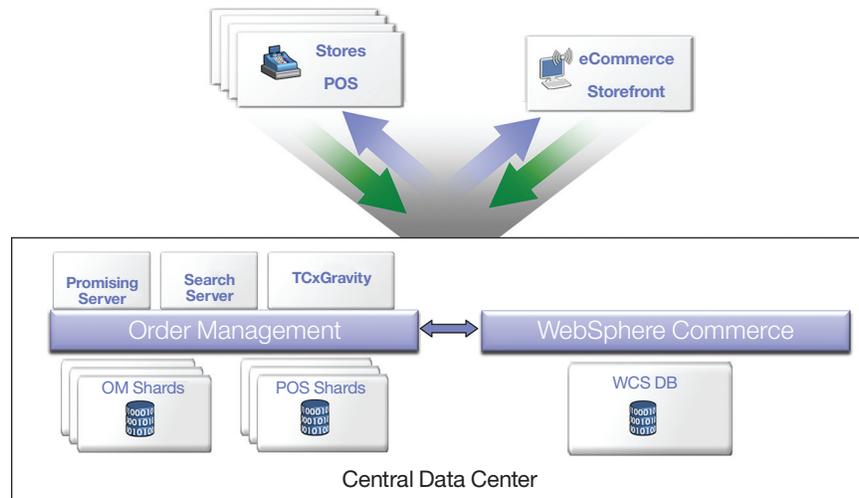


Figure 1. Toshiba and IBM Components during Omni-channel scalability benchmark

The scalability benchmark demonstrated the following results:

- 1 million lines (200,000 POS orders/transactions) per hour were captured through the point of sale terminals with sub-second response times
- 500,000 lines per hour were captured through the Web channel simultaneously

This benchmark demonstrates the ability of Toshiba and IBM to offer retailers a complete Omni-Channel Commerce solution, enabling a truly seamless buying experience that incorporates the physical store, web, call center, mobile. Toshiba and IBM are the only vendors to offer this complete Omni-channel commerce solution that can scale to the volumes needed to handle peak shopping days like Black Friday and Cyber Monday, while providing the flexibility to meet the unique needs of each retailer's environment, including hundreds of stores, high volume call centers, and high order volumes being placed over the web.

For more information

To learn more about the TCxGravity solution, please contact your Toshiba representative or Toshiba Business Partner, or visit the following website: www.toshibacommerce.com

About the author

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Laura Cappelletti has many years of experience in enterprise software development, managing global R&D teams, producing web sites, delivering eLearning, and evolving digital and social media marketing processes and analytics. In her role at Toshiba Global Commerce Systems, Laura serves as the Offering Marketing Manager for the new TCxGravity omni-channel retail software solution.

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