

**STONE
EDGE**

5 Signs You Need an Order Management System

—
UNLOCKING YOUR BUSINESSES POTENTIAL



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Introduction

As an e-commerce retailer, your business thrives on the efficient management of orders and inventory. In today's fast-paced market, relying on manual processes or outdated systems can hinder growth, reduce customer satisfaction, and increase operational costs. An Order Management System (OMS) can be the game-changer your business needs. This whitepaper highlights the five signs indicating that your business might need an OMS and explains how such a system can transform your operations, leading to greater efficiency and profitability.

What is an Order Management System

An Order Management System is a software solution that automates and streamlines the order processing workflow from start to finish. This includes order entry, inventory management, order fulfillment, shipping, and customer communication. An OMS integrates with various sales channels, payment gateways, and shipping carriers, providing a centralized platform to manage all aspects of order processing.

Key Features of an OMS



Order Processing Automation:

Automates the entire order lifecycle, reducing manual errors and speeding up processing times. This ensures orders are handled promptly and accurately, reducing the chances of human error and increasing efficiency.



Inventory Management:

Tracks inventory levels in real-time across multiple channels, preventing stockouts and overselling. This feature ensures that inventory is updated continuously, providing accurate stock levels to customers and preventing potential sales losses due to out-of-stock items.



Integration Capabilities:

Seamlessly integrates with e-commerce platforms, marketplaces, payment processors, and shipping carriers. These integrations create a cohesive system where data flows smoothly between different platforms, ensuring all parts of your business are synchronized.



Customer Management:

Manages customer information, order history, and communication to enhance customer service. This allows for personalized customer interactions, improving customer satisfaction and loyalty.



Reporting and Analytics:

Provides detailed insights and reports to help businesses make informed decisions. These analytics help in identifying trends, forecasting demand, and making strategic decisions to optimize operations.

01 SIGN**FREQUENT ORDER ERRORS AND DELAYS****The Problem**

Frequent order errors and delays are often a direct result of relying on manual processes or fragmented systems. Inaccurate data entry, miscommunication between departments, and the lack of real-time updates can lead to errors such as incorrect shipping addresses, wrong items sent, and delays in processing orders. These issues not only frustrate customers but also damage your reputation and result in lost sales. As order volumes increase, these problems can compound, leading to significant operational inefficiencies and higher costs.

**The Solution**

An OMS automates order entry and processing, ensuring accuracy and speed. With features like real-time inventory tracking and automated order routing, an OMS minimizes errors and ensures timely fulfillment. By automating these processes, businesses can significantly reduce the likelihood of human error, streamline their operations, and enhance overall efficiency.

BENEFITS**Increased Order Accuracy:**

Automation reduces human error, ensuring customers receive the correct products. Accurate orders lead to higher customer satisfaction and fewer returns, saving both time and money.

01**Faster Processing:**

Streamlined workflows speed up order fulfillment, enhancing customer satisfaction. Faster processing times mean customers receive their orders quicker, leading to a better overall shopping experience.

02

Improved Efficiency: Staff can focus on more strategic tasks rather than manual data entry. This can lead to more innovation and better business strategies, as employees are not bogged down with repetitive tasks.

03

SIGN

DIFFICULTY TRACKING INVENTORY IN REAL-TIME



The Problem

Struggling to maintain accurate inventory levels can result in stockouts or overstock situations, affecting your ability to meet customer demands. Without real-time visibility, managing inventory across multiple channels becomes challenging and error-prone. This lack of visibility can lead to discrepancies between actual stock levels and what is shown on your sales channels, resulting in poor customer experiences and lost revenue. Inventory inaccuracies can also lead to increased costs due to overstocking and increased storage fees.

Statistics reveal that 43% of small businesses do not actively monitor their inventory, while 21% claim they have no stock at all ([Myos](#)). Effective inventory management is crucial as it ensures businesses can fulfill orders promptly and accurately, directly impacting customer satisfaction and retention rates. Real-time inventory tracking, a key feature of OMS, can significantly mitigate these issues by providing accurate and up-to-date inventory levels across all sales channels ([Dispensary eCommerce Software](#)) ([Myos](#)).



The Solution

An OMS provides real-time inventory management, syncing stock levels across all sales channels. This ensures you always know what's in stock, what's selling fast, and when to reorder. Real-time tracking also helps in optimizing inventory levels, reducing the costs associated with overstocking and stockouts. This comprehensive visibility into your inventory allows for better planning and forecasting, ensuring that you can meet customer demands efficiently.

BENEFITS

Real-Time Updates:

Accurate stock levels across all channels prevent overselling and stockouts. This ensures that customers can always see the most up-to-date information on product availability.

01

Optimized Inventory:

Better inventory forecasting reduces carrying costs and avoids excess stock. This leads to a more efficient use of resources and lower storage costs.

02

Increased Sales: Ensures popular items are always available, maximizing sales opportunities. Having the right products in stock at the right time can significantly boost sales and improve customer satisfaction.

03

03 SIGN

CHALLENGES IN PROVIDING TIMELY CUSTOMER SUPPORT



The Problem

Customer support is critical for retaining clients and driving repeat business. If your support team struggles to access up-to-date order information or manage customer inquiries efficiently, it can lead to dissatisfaction and churn. Manual processes can slow down response times and make it difficult to provide accurate information to customers, further exacerbating the problem. Poor customer support can lead to negative reviews and a damaged reputation, which can be difficult to recover from.

Customer service plays a critical role in the success of e-commerce businesses. Approximately 83% of consumers consider their interaction with customer service as a key factor when making a purchase ([XStak OROS](#)). OMS centralizes customer and order data, enabling support teams to access comprehensive information quickly and respond to inquiries efficiently, thereby improving overall customer satisfaction and loyalty ([XStak OROS](#)).



The Solution

An OMS centralizes customer and order data, providing support teams with the information they need to respond quickly and accurately to customer inquiries. Automated notifications keep customers informed throughout the order process. With a comprehensive view of customer interactions and order history, support teams can provide personalized and efficient service. This centralized system ensures that all customer interactions are logged and accessible, enabling quick and informed responses to customer inquiries.

BENEFITS

Enhanced Customer

Service: Support teams can access comprehensive order and customer data to resolve issues promptly. This leads to faster resolution times and higher customer satisfaction.

01

Automated Communication:

Keeps customers informed with order confirmations, shipping updates, and delivery notifications. Proactive communication helps in managing customer expectations and reduces the number of support inquiries.

02

Higher Retention Rates:

Improved service and communication increase customer satisfaction and loyalty. Satisfied customers are more likely to return and recommend your business to others, driving long-term growth.

03

04 SIGN

HIGH OPERATIONAL COSTS DUE TO
MANUAL PROCESSES

The Problem

Manual processes are not only slow but also expensive. High labor costs, increased error rates, and inefficiencies can significantly impact your bottom line. As your business scales, these costs can become unsustainable. Additionally, manual processes can lead to bottlenecks in your operations, further increasing costs and reducing efficiency. The cumulative effect of these inefficiencies can be a significant drag on your profitability and growth.

The adoption of OMS can lead to significant operational efficiencies and cost reductions. According to industry reports, 36% of supply chain professionals prioritize optimizing inventory management through analytics to balance supply and demand effectively ([Myos](#)). Moreover, automated processes enabled by OMS reduce the reliance on manual interventions, thus lowering labor costs and minimizing errors ([unicommerce.com](#)).



The Solution

An OMS automates repetitive tasks, reducing the need for manual intervention. This leads to lower labor costs, fewer errors, and streamlined operations. Automation also allows for better resource allocation, enabling your team to focus on higher-value activities that drive growth and profitability. By reducing the reliance on manual processes, businesses can operate more efficiently and effectively, leading to significant cost savings.

BENEFITS

Cost Savings: Automation reduces the need for additional staff, lowering operational costs. This leads to a more lean and efficient operation.

01

Increased Productivity: Employees can focus on higher-value tasks rather than mundane data entry. This can lead to more innovation and better business strategies, as employees are not bogged down with repetitive tasks.

02

Reduced Errors: Automation minimizes errors, reducing costs associated with rectifying mistakes. Fewer errors mean a smoother operation and a better customer experience, which can lead to increased customer loyalty and repeat business.

03

05 SIGN

**LIMITED SCALABILITY TO SUPPORT
BUSINESS GROWTH****The Problem**

As your business grows, your order management processes must scale accordingly. If your current system struggles to handle increased order volumes, multiple sales channels, or complex workflows, it can stifle growth and limit your potential. Inadequate systems can also lead to increased operational costs and reduced efficiency, making it difficult to maintain profitability as you scale. This lack of scalability can prevent you from taking advantage of new opportunities and markets.

**The Solution**

An OMS is designed to scale with your business, handling increased order volumes, integrating new sales channels, and supporting more complex workflows. It provides the flexibility and scalability needed to grow without compromising efficiency. With an OMS, you can easily expand your operations, introduce new products, and enter new markets while maintaining a high level of operational efficiency. This scalability ensures that your business can grow sustainably and profitably.

BENEFITS

Scalability: Easily handles growing order volumes and new sales channels. This ensures that your business can grow without being hampered by operational constraints.

01

Flexibility: Adapts to changing business needs and complex workflows. This flexibility allows you to respond quickly to market changes and new opportunities.

02

Support for Growth: Enables your business to scale efficiently, supporting long-term growth and profitability. This support ensures that you can continue to grow and expand your business without encountering operational bottlenecks.

03

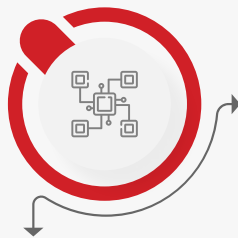
Conclusion: How Stone Edge Can Help

Recognizing these signs is the first step toward improving your order management processes. The Stone Edge Order Manager (SEOM) offers a comprehensive solution that addresses all these challenges. With its robust features and seamless integrations, SEOM can help you achieve higher efficiency, accuracy, and customer satisfaction.

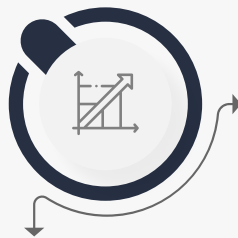
Why Choose The Stone Edge Order Manager?



Advanced Automation: Streamlines order processing, inventory management, and customer communication.



Real-Time Integration: Syncs with your e-commerce platforms, payment gateways, and shipping carriers.



Scalability: Grows with your business, handling increased order volumes and complex workflows.



Customer Support: Provides the tools needed to enhance customer service and retention.



Cost Efficiency: Reduces operational costs through automation and improved efficiency.

Contact us today to schedule a demo and discuss your specific needs in more detail. Let us show you how The Stone Edge Order Manager can transform your order management processes, ensuring your business stays competitive in the ever-evolving e-commerce landscape.

BOOK A DEMO



About Stone Edge Technologies

Stone Edge Technologies is a leading provider of order management solutions for e-commerce retailers. Founded with a mission to empower online businesses, Stone Edge has been at the forefront of developing innovative software that streamlines order processing, inventory management, and customer service. With over two decades of experience, Stone Edge has established itself as a trusted partner for thousands of online retailers around the world.

Our Vision

At Stone Edge Technologies, we believe in providing e-commerce businesses with the tools they need to succeed in a competitive marketplace. Our vision is to create seamless and efficient order management systems that integrate effortlessly with various sales channels, payment gateways, and shipping carriers. By doing so, we enable our clients to focus on growing their businesses while we handle the complexities of order and inventory management.

Our Solutions

The Stone Edge Order Manager (SEOM) is our flagship product, designed to address the unique challenges faced by small to mid-sized online retailers. SEOM offers a comprehensive suite of features, including:



Advanced Automation: Automates order processing, inventory updates, and customer communications, reducing manual errors and increasing efficiency.



Real-Time Integration: Syncs seamlessly with e-commerce platforms, marketplaces, payment processors, and shipping carriers to ensure data consistency and operational harmony.



Scalability: Grows with your business, handling increased order volumes and supporting multiple sales channels and complex workflows.



Customer Management: Enhances customer service with centralized data and automated notifications, leading to higher customer satisfaction and retention.



Robust Reporting and Analytics: Provides valuable insights and detailed reports to help businesses make informed decisions and optimize their operations.

Our Commitment to Support

We understand that exceptional customer support is crucial for the success of our clients. That's why Stone Edge Technologies offers comprehensive support services, including:

01

Direct Support: Our knowledgeable support team is available to assist with any issues, providing timely and effective solutions.

02

Extensive Documentation: We offer a wealth of online resources, including detailed documentation, video tutorials, and user forums to help our clients make the most of our software.

03

Customization Services: As an open-source platform, SEOM can be customized to fit the specific needs of our clients. Our team can help tailor the system to ensure it aligns perfectly with your business processes.

Proven Track Record

With a proven track record of success, Stone Edge Technologies has been instrumental in helping thousands of e-commerce retailers manage their operations more efficiently. Our clients range from small startups to well-established businesses, all benefiting from the powerful features and reliable performance of SEOM.





Join Us

Join the growing number of online retailers who trust Stone Edge Technologies to manage their orders and inventory. Whether you are looking to streamline your operations, reduce costs, or enhance customer satisfaction, The Stone Edge Order Manager is the solution you need.

Contact us today to learn more about how Stone Edge Technologies can help your business thrive in the competitive world of e-commerce. Schedule a demo to see our system in action and discover the many ways SEOM can transform your order management processes.

For more information, visit our website at www.StoneEdge.com or reach out to our sales team at sales@stoneedge.com.

Sources

- **Breadstack:** "Industry Report: Ecommerce Trends in 2023" ([Dispensary eCommerce Software](#))
- **Unicommerce:** "Top Multichannel Order Management System Trends (OMS)" (unicommerce.com)
- **Myos:** "20 Inventory Management Statistics You Should Know in 2023" ([Myos](#))
- **XStak:** "21 Useful eCommerce Statistics You Need to Know in 2024" ([XStak OROS](#))

