

Order Management Suite

Build stronger B2B and B2C relationships

The internet has transformed the way we do business. It has expanded sales reach, improved customer service, and decreased business costs. But to give customers the personalized experience they expect — and to get the most business value from an online presence — retailers must take their ecommerce system to the next level.

Product Overview

Hitachi Solutions Order Management Suite (OMS) is a modern, end-to-end ecommerce solution that is optimized for B2B and B2C sales and customer service. Built on the Microsoft stack, it works seamlessly with the Microsoft cloud and your other business applications to provide a robust online sales channel that is quick and easy to implement, plays to your customer's interests, and delivers a consistent customer-focused experience.

Order Management Suite enables businesses to:

- Expand your customer reach and build stronger relationships with a responsive online sales channel
- Personalize the sales experience based on customer-specific pricing, products and terms
- Simplify back-office functions, improve customer service, and reduce costs
- Gain insight into sales data and customer needs

B2B Order Management

Allows manufacturers and distributors to quickly and easily add an online sales channel; better manage orders, inventory, and pricing; and ensure higher customer value.

- **B2B Optimized:** Includes pre-built workflows and process templates; supports customer-specific catalogs and pricing; enables intuitive search; and provides device-agnostic consistency
- **Multiple Payment Options:** Support more than 20 payment gateways and multiple currencies and languages
- **Self-Service:** Customer can manage their own accounts with order history, statement visibility, and more
- **Personalized Ecommerce:** Create customer-level pricing on product categories or specific items
- **Segment Customers:** An Excel-like interface allows you to filter customers and view order details by category.

B2C Order Management

Provides retail customers with an end-to-end, responsive omni-channel experience that allows you to boost online revenue and take advantage of the ecommerce revolution.

- **B2C Optimized:** Includes pre-built workflows and process templates; rich content; one-page checkout; multiple templates, and built-in CMS
- **Multiple Payment Options:** Support more than 20 payment gateways and multiple currencies and languages
- **Social Media Integration:** Leverage channels such as Twitter and Facebook to post promotions and marketing campaigns, and to enable sharing and following
- **Promotions:** Increase online revenue with marketing promotions, native SEO, and tagged product pages
- **Merchandising Management:** Strategically market your products, enhance branding, and cross-sell and upsell



Payment Service

Regardless if you're using B2B or B2C OMS, the payment service solution provides a simpler, more efficient way to manage online payments. It alleviates the complexity of integrating electronic payment support by providing intuitive web service APIs for handling credit cards, PayPal, eCheck, and transaction wallets such as Amazon Pay.

Payment service connects all payment channels using a centralized, cloud-hosted solution and acts as an intermediary between a merchant's existing systems, gateways, and back-office systems.

Customer Portal

B2B customers expect their online experience to be as easy and personalized as when they shop on a consumer website. The customer portal allows you to give your customers the convenience and consistency they want with self-service.

Order Entry

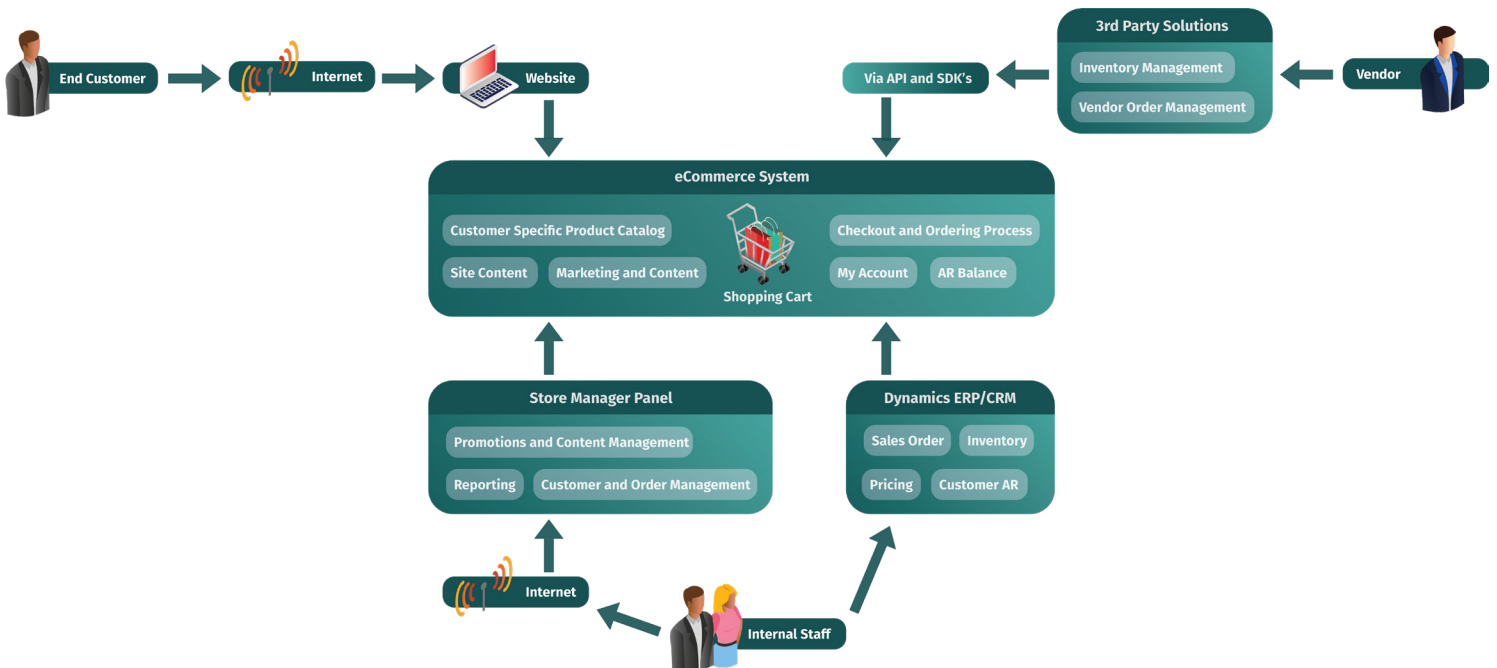
The order entry module promotes fast, automated order processing. It provides a centralized order platform that links to your existing business systems from mobile devices for fast, cost-effective fulfillment and improved service.

The Opportunities

Enjoy the ease and convenience of a rich platform that features self-service, empowered CSRs, and increased scalability and security.

- Proprietary ecommerce solution built on Microsoft stack
- Integrated with Microsoft Dynamics and available in license purchase and SaaS options
- Microsoft AppSource Listed
- Currently over 100 storefronts active on the platform with over \$10B in revenue processed
- Customizations for Manufacturing and Distribution, Retail, Professional Services, and more

SYSTEMS OVERVIEW



As part of the 110-year-old Hitachi Ltd. family, we uphold its legacy of quality, integrity, and excellence. This strong foundation allows us to build trust with our clients, attract the best and brightest people, and create a culture rich in innovation. Through industry-first cloud solutions, we help organizations everywhere to be better every day.