

eBay Enterprise Is A Strong Performer Among Omnichannel Order Management Vendors

Excerpted From The Forrester Wave™: Omnichannel Order Management, Q3 2014

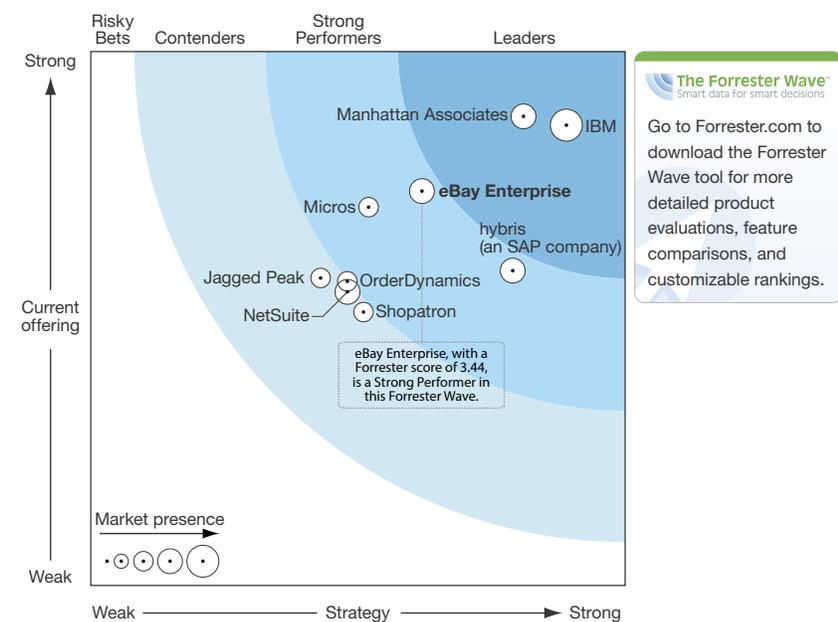
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EBAY ENTERPRISE IS A STRONG PERFORMER AMONG OMNICHANNEL ORDER MANAGEMENT VENDORS

eBay Enterprise's order management pedigree heralds back to the days of GSI Commerce. Today, it offers two distinct OMS solutions: the core OMS based on version 9.0 of IBM Sterling Commerce and a modular suite of store fulfillment solutions (ship-from-store, in-store-pickup, ship-to-store) leveraging capabilities from the 2010 acquisition of VendorNet. From our research, these store fulfillment solutions stand out as a best-of-breed suite. What's unique about these solutions is that along with managing the pick-and-pack functions within the store with ease, they also contain the routing logic that determines the appropriate fulfillment location. eBay Enterprise was one of the first organizations to support ship-from-store, and the company has leveraged its experience to help many top-tier clients deploy and operate robust omnichannel fulfillment initiatives.

See below for more information on eBay Enterprise's current offering, strategy, and market presence.

Forrester Wave™: Omnichannel Order Management, Q3 '14



Source: Forrester Research, Inc.

eBay Enterprise Evaluation Overview

CURRENT OFFERING

Solution architecture	eBay Enterprise is typically implemented in a multitenant SaaS environment, with very strong support for external APIs.
Inbound order channels	eBay Enterprise offers robust support for POS and mPOS integration, eCommerce integration, integration with mobile devices, and integration to the contact center. Its support for field sales, however, is lacking.
Inventory management	eBay Enterprise offers substantial support for widespread consolidation of multiple inventory systems, strong ATP rules, robust integrations with third-party WMS applications, and a robust integration with POS applications. The solution also effectively supports automated substitutions.
Customer service	eBay Enterprise offers a customer service module with an effective order lookup functionality, an effective order capture functionality, a strong order modification and cancellation functionality, and effective integration with third-party customer service applications.
Distributed order management	eBay Enterprise provides robust support for the sale of products when inventory is not available, robust tools to support merchant fraud workflow, and an audit of every event that occurs with the order throughout the order life cycle.
Store fulfillment	eBay Enterprise provides effective support for store fulfillment scenarios between stores and other channels.
Reporting and analytics	ROM includes a full reporting suite comprised of a proprietary data warehouse and a BI tool. The data warehouse simplifies data management and enables integration with a variety of native client and third-party data. The software has a user-friendly interface that allows retailers to execute reports based on variables from predefined queries as well as customize ad hoc reports based on their own queries. Reports can be scheduled on a daily, weekly, monthly, or quarterly basis along with automated emails. For store-based fulfillment reporting, users can view high-level and detailed order-/store-specific data. Standard reports include item analysis; store sales; sales status by date, by item, and by store; fill rates across stores; missing inventory and pick declines; order cancels; UPS transit fill rate analysis and UPS upgraded/downgraded orders; aging orders; allocation reports; and order put away reports. The BI tool is built on SAP Business Objects.
Professional services	eBay Enterprise has a well-established support organization but is lacking in commerce service provider support. The vendor offers effective omnichannel support services.

eBay Enterprise Evaluation Overview

STRATEGY

Product road map	<p>Retail Order Management is an omnichannel retail imperative and as such, is a cornerstone to eBay Enterprise's product strategy and focus. As outlined below, the Retail Order Management solution is targeted toward omnichannel retailers and brands. The eBay Enterprise vision is to provide a scalable, cloud OMS solution that is modular, retail-optimized, and leverages the firm's integration and omnichannel best practices expertise.</p> <p>eBay Enterprise has aligned its internal product and development allocations to capitalize and lead this rapidly growing space. Additionally, several key hires have been made in the sales organization to extend coverage and expertise. This is in addition to the rapid expansion planned by the SI partner ecosystem.</p>
Planned enhancements (next 24 months)	<p>Planned functionality is focused on the following: 1) empowering clients in stores and at headquarters — this includes adding or enhancing capabilities for a view into product mix success, tools for merchandisers, operational and fulfillment parameter configuration impacting profitability management, and improvements providing additional and streamlined touchpoints for in-store or phone CSR agents; 2) simplifying connecting client and third-party systems to reduce the cost of initial deployment and bringing new services provided by the ecosystem to the market quicker, including pre-integrations with front-end providers and third-party fulfillment/supply chain enablers; 3) adding services in the platform to fill gaps where clients would otherwise need third-party solutions; and 4) unifying data across all order-taking and fulfillment channels — enabling a more complete view of the commerce business, products, consumer habits, and inventory.</p>
Target market and focus	<p>eBay Enterprise has been providing omnichannel order management solutions for more than 14 years. As the name would suggest, the retail order management solution is targeted toward omnichannel retailers and brands and is a cornerstone to eBay Enterprise's strategy to help these brands and retailers of all sizes to compete and win in an omnichannel world. The solutions are highly modular, enabling themselves to be consumed partially or in phases to suite a wide set of retailers' needs and revenue tiers — from midenterprise (approximately more than \$25M online revenue) to the largest enterprise retailers. Additionally, the cloud-based and retail-optimized solution provides preconfigurations that leverage omnichannel retail best practices that are deployed in a highly scalable and reliable eBay Enterprise cloud infrastructure.</p>
Key technology partners and channel strategy	<p>eBay Enterprise leverages IBM/Sterling Commerce as a technology building block of the ROM solution. eBay Enterprise has extended and added functionalities to the Sterling base OMS product to create a retail-optimized cloud offering. This recently renewed long-term agreement with IBM gives eBay Enterprise full flexibility to sell the ROM solution with no restrictions, and there are no limitations to the development surrounding the ROM solution.</p>

eBay Enterprise Evaluation Overview

Commerce service providers	eBay Enterprise is actively engaging the enterprise-class system integrator ecosystem of Magento while also establishing relationships directly with other commerce service providers to assist in delivering customizations, integrations, strategic commerce consulting, and other launch activities in conjunction with its ROM solution. The company has partnered with two large systems integrators — Accenture and HCL — to provide in-house specialty and expertise for its platform.
Typical deployment time frame	ROM can be deployed modularly, resulting in a wide range of deployment times. For example, a standard ship-from-store deployment can be completed in as little as 99 days across a large number of fulfillment locations/stores. Store fulfillment locations are configured in the system at the time of launch and can be activated by the client at any time, when they are organizationally ready. For example, a large client activated 800 stores in two phases over a five-month span.
Cost of ownership	eBay Enterprise does not disclose average deal size information. The firm has a flexible pricing model that typically includes an upfront implementation fee and ongoing fee options that can include order, transaction, and tiered or flat rate components. The ongoing fees cover all hardware/software costs, annual maintenance, and technical support. Customized pricing solutions can be based on a client's particular need or preference. The score is based on Forrester's estimate of the vendor's cost of ownership.

MARKET PRESENCE

Installed base for this version of the product	<p>Given the modular nature of the solution, clients are using all or portions of the solution as outlined below. eBay Enterprise has recently launched new versions. Therefore, the total number of customers on the current version is still increasing rapidly:</p> <ul style="list-style-type: none"> - Core Retail Order Management: seven clients and 11 brands. - Store-based fulfillment: four clients. - Dropship management: two clients. <p>Total installed base across all major modules of the solution:</p> <ul style="list-style-type: none"> - Retail Order Management: 51 clients across 81 brands. - Store-based fulfillment: 23 customers across 31 brands. - Dropship management: 90 customers across 150 brands.
New customers (past 12 months)	<p>New customers (launched and/or signed) in the past 12 months include:</p> <ul style="list-style-type: none"> - Core Retail Order Management solution: 7 customers. - Store-based fulfillment: 7 customers. - Dropship management: 6 customers.
Revenue	eBay Enterprise declined to provide revenue information. The score is based on Forrester's estimate of the vendor's product revenue.

eBay Enterprise Evaluation Overview

Revenue growth	eBay Enterprise declined to provide revenue information. The score is based on Forrester's estimate of the vendor's product revenue.
Financial resources	Yes, eBay Enterprise is a business unit of eBay Inc., a publicly traded company. eBay Inc. generated \$5 billion of operating cash flow and \$3.7 billion of free cash flow in 2013. For the full year 2013, eBay Inc.'s revenue grew by 14% to \$16,047 million. eBay Inc. expects net revenues in the range of \$18,000 to \$18,500 million in 2014.

WHY READ THIS REPORT

FROM THE FORRESTER WAVE™: OMNICHANNEL ORDER MANAGEMENT, Q3 2014

In Forrester's 77-criteria evaluation of omnichannel order management vendors, we identified the nine most significant software providers in the category — eBay Enterprise, hybris (an SAP company), IBM, Jagged Peak, Manhattan Associates, Micros, NetSuite, OrderDynamics, and Shopatron — and researched, analyzed, and scored them. This report details our findings about how well each vendor fulfills our criteria and where they stand in relation to each other to help eBusiness professionals select the right partner for their omnichannel order management needs.

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