

**MULTICHANNEL  
MERCHANT**

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# TECHNOLOGY ROUNDUP: ORDER MANAGEMENT SYSTEMS

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# Multichannel Order Management Systems in Transition

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There are essentially three types of solution providers for multichannel merchants.

“Classical” vendors that have been in business for more than 20 years, understand the world of catalogs and direct promotions (testing, modeling, etc.), and have adapted to the Web via acquisitions, specialized modules, or APIs, and support integration with multiple ecommerce platforms.

**Newcomers** to the order management and fulfillment systems field that have come onto the market with ecommerce built into their platform

**Large ecommerce solution providers** that have done the reverse of the “classical” vendors, acquiring or integrating to “back-end” applications for managing call center and warehouse activity.

In very general terms, the first group understands your business model very well, the second group reasonably well, and the third, “it depends.” Some do, some don’t: Buyer beware!

But the most important issues in this field are what’s happening from the user’s or merchant’s point of view, where a trio of challenges confront multichannel merchants.

First and most important: channel transparency and integration, i.e., coordinating the user experience across channels, so that a store customer has an equivalent experience to customers online or on the phone. The trouble is not really technical. It’s “company” culture or “channel culture.” Retailers see the world differently from the way ecommerce or classical direct marketers do. Even though many retail executives are beginning to be more focused on identifying their customers and targeting them via segmented marketing databases, that kind of “high-level” thinking often fails

to trickle down to buyers, merchandisers, store managers, or clerks on the floor. Essentially, the retail world still cares more about selling through stock than about customer lifetime value.

However, ecommerce and traditional direct marketers are drawing closer together, the former beginning to truly adopt the value of customer purchasing behavior (even though they still focus more on “eyeballs”), and the latter appreciating the avalanche of data that merchants are collecting on shopper activity (in terms of page visits, SKUs examined, what’s purchased, what’s returned and so on). So large are the data sets the merchants collect, in fact, that the results are called “Big Data.”

Indeed, the big story this year is the struggle to tame the Big Data monster. Both eMerchants and traditionals make a big priority of being able to slice, dice and report on data at will. They are often not satisfied with their options for database analysis and reporting, but that’s only because their standards are high (and that’s a good thing). Furthermore, they are in pursuit of the holy grail, “predictive analytics.”

## Merchandise Forecasting

One of the most difficult of the predictive challenges is “merchandise forecasting,” which calculates projections of demand based on statistical analyses of past performance. This is, in fact, the second big challenge of the year.

One of the major benefits of forecasting is knowing how much inventory to stock for each SKU and how much to reorder during the season. In addition to anticipating customer demand and reducing end-of-season overstocks, it also helps merchants stay well within the cube capacity of their warehouses and keeps costs down accordingly.

## Supply Chain Management

The third and final issue is supply chain management, a perennial challenge. What makes this worth noting is that the suppliers themselves are trying to meet the merchants more than halfway. If I were to predict where the largest gains would be in the next five years, it would be here. But my crystal ball is not good enough to determine what those gains will be. Suffice to say they will take the standards set by VendorNet and other service providers to a new level of transparency, usability, functionality, interoperability and productivity that will be as welcomed by the vendors as by the merchants.

## This Year’s Round-Up

The functional Grades and Ranks in the accompanying chart are based on the vendors’ own input (with very rigid ground rules), giving you a chance to see where they believe their strengths lie.

About a half dozen vendors from last year’s Round-Up failed to respond to repeated requests to participate in this Round-Up. So they have been dropped. On the other hand, there are three new participants: GudTech Inc., has made a very impressive debut with RetailOps; interlinkONE, a veteran provider with online customer, inventory, and order management/fulfillment functionality; and Order Management Systems, which debuted in 2009. We welcome them to the roster.

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## SYSTEMS/COMPANY INFORMATION

### ■ ActiveSERIES ERP (2009, v. 4)

MNP Media Inc. (1997), 501 Silverside Road, Suite 105, Wilmington DE 19809 (PC: MNP Media), **Contact:** Pierre D'Arbost, 302-798-0700, info@mnp-media.com, mnpmedia.com. **OS:** Microsoft; **DB:** MS/SQL, Oracle; **ODBC:** Y; **ECDB:** WebActive (.NET open source platform); **EINT:** Hybris, Magento, Commerce Server, American Eagle plus 20 others; **MAN:** Metapak, Endicia, GFS; **CC:** Paymentech, Shift 4, Verifone; **ST:** Avalara, Vertex; **IA:** Sage, Pegasus, Platinum, Dynamics; **OM:** PSMActive (global purchase supply management), WMSActive (dedicated direct WMS system), Data Analyzer (data mining tool), WebActive (eCommerce Platform), StoreActive (in-store ordering via tablets). A well-established solution, MNP has more than 90 users in the U.K., and Body Central in the U.S. It is a robust end-to-end platform serving a consumer-driven culture: scalable, fully integrated with eBay, Amazon and PayPal, processing domestic, international and online market place orders seamlessly from anywhere to anywhere with support for complex user-definable promotions. Inventory is allocated in real-time and estimated dates of arrival are displayed for back-ordered items. There is support for handhelds in WMSActive using the latest Windows mobile-enabled hardware, such as Symbol/Intermec; click-and-collect for in-store pick-up of Web orders; and integration with ChannelAdvisor and Chase Paymentech orbital gateway. All credit card transactions are fully tokenized, putting PCI out of scope. Half of MNP's 90 U.K. users also have a significant U.S. presence. Isabella Oliver in the U.K., for instance, does half its business in exports to the U.S.

### ■ BusinessFlow (2003, v. 3.9.7)

MainStreet Commerce (2003), 1166 West Newport Center Drive, Suite 210, Deerfield Beach, FL 33442, **Contact:** Michael Sandler, 800-595-6246, ext. 85, msandler@mainstreetcommerce.com, mainstreetcommerce.com. **OS:** Windows; **DB:** MS SQL Server; **ODBC:** MS SQL Server; **ECDB:** NA; **EINT:** BusinessFlow, Demandware, ATG, Magento, Marketlive, et. al.; **MAN:** NA; **CC:** 15 of the largest payment gateways are supported; **ST:** Tax Data Systems, Cybersource and Avalara; **IA:** QuickBooks, Dynamics, ACCPAC, et. al.; **OM:** catalog management, inventory management, multichannel sales, order management, supply chain management. Users include Heinz, UPS, Ex Officio, Michaels and Live Nation. This is a highly customizable, comprehensive multichannel solution for high-end merchants.

### ■ Celarent Command Retail (1999, v. 6.4.0)

Celarent Technology Group (1999), 4830 Arthur Kill Road, Staten Island, NY 10309, **Contact:** Natasha Chater, 718-605-7733, ext. 149, nchater@celarent.com, www.celarent.com. **OS:** Any; **DB:** SQL, Interbase; **ODBC:** Y; **ECDB:** ColdFusion; **EINT:** NA; **MAN:** NA; **CC:** Paymentech, PC Charge, most others; **ST:** Internal, Avalara; **IA:** QuickBooks, MAS 90/200, Great Plains. Users include Orange County Choppers, Farmers Furniture, Robert Wayne Footwear, Ultra Diamonds, and Teavana. Celarent added modifications for Farmers for an interface to third-party delivery and scheduling software, as well as additional mods for performing transfers, optimizing reports, creating POS and invoicing enhancements. The system is 100% Java-based with a services-oriented architecture, offering full integration of its eCommerce platform with eBay and Amazon, a Web-based order entry module and advanced website analytics. *New this year:*

- New stand-alone application for physical inventory
- Updated Celarent command mobile applications to work as an app for Apple iOS
- Introduced mobile POS
- New mCommerce interface for eCommerce clients
- Added USPS functionality for shipping
- Developed buy/trade module for consignment
- Updated firearms functionality based on new and evolving regulations
- Advanced reporting on eCommerce sites through Web mining

### ■ CIO Direct (2005, v. 4.0)

CIO Technologies Inc. (1987), 351 S. Hitchcock Way, Suite B140, Santa Barbara, CA 93105, **Contact:** Gunnar Fredlund, 805-898-2444, gunnarf@ciotech.com, www.ciotech.com. **OS:** Windows, Linux, MPE; **DB:** MySQL, Image; **ODBC:** MySQL; **ECDB:** NA; **EINT:** 3DCart, ChannelAdvisor, Ultracart, iShoppingCart, Yahoo, InfomercialTV, Zen Cart; **MAN:** integrated high-volume manifest for USPS with pre-sorting, UPS WorldShip, FedEx, FedEx SmartPost, Express, ABM, Endicia, Abol, DHL, LandMark, Ascend; **CC:** Authorize.net, Litle & Co., IC Verifi, Transfirst, USAEAY, NetBilling; **ST:** U.S. and Canadian; **IA:** Peachtree, QuickBooks; **OM:** cross-docking, assembly, limited edition tracking/consignment inventory, continuity, installment plans, drop shipping, container receiving, collection handling, membership programs, fraud/credit filters, warranty upsell, offer management. CIO is a completely Web-based system designed for the third-party fulfillment industry, for companies such as Modern Media, World Trans Services, Fulex and Promofil. The system can be set up for fulfillment only or for full service: order taking, credit card processing, customer service and fulfillment. *New this past year:*

- Wireless scanning for the warehouse
- Loose/case pick strategy
- Customized continuity for each customer
- "Save the sale" functionality
- An integration platform for eCommerce
- Productions monitoring of each step in fulfillment

### ■ Circle Commerce Manager (2011, v. 1.94)

Circle Commerce Inc. (1991), 30 Avon Meadow Lane, Avon, CT 06001, **Contact:** Dan McClutchy, 860-676-0222, ext. 804, dan.mcclutchy@circlecommerce.com, circlecommerce.com. **OS:** Windows, Unix, Linux;

**DB:** UniVerse; **ODBC:** SLOServer, DB2, MySQL, Oracle; **ECDB:** total Web store integration with .NET-based packages; **EINT:** Yahoo, Commerce Server, American Eagle, Kalio, Magento and home-grown applications; **MAN:** ClipperShip, Aristo, UPS, FedEx, USPS; **CC:** Paymentech, Litle, First Data; **ST:** Taxware, internal; **IA:** Great Plains, Macola, Solomon, QuickBooks; **OM:** accounting, manufacturing. Users include C.C. Filson & Co., Cargo Largo, Cornell University, UCLA and Vermont Teddy Bear, which has peak order volume of nearly 50,000 orders per day. *New this year:* more configurable dashboards, shipping integration, deep integration with a wider range of eCommerce platforms.

### ■ CMS, Commerce Management System (2001, v. 9.0.5)

Newhaven Software (2000), P.O. Box 3456, Redmond, WA, 98073-3456 (PC: BrodieWare Limited), **Contact:** Tom Danner, president, CEO, 425-861-7120, ext. 111, tedanner@newhavensoftware.com, newhavensoftware.com. **OS:** Windows XP Pro, Vista/7, 2003/2008/2012 Server; **DB:** Sybase SQL Anywhere 12.0; **ODBC:** Y; **ECDB:** a proprietary application developed with LAMP (Linux, Apache, MySQL, Perl); **EINT:** Yahoo Store, iShoppingCart, Magento, CommerceV3 plus generic XML import/export (or any other required); **MAN:** Endicia.com, FedEx Ship Manager, UPS WorldShip, HarveySoft, ShipRush, DHL GlobalMail; **CC:** Transfirst (ePay), Authorize.net, MPS (Mercury Payment Systems); **ST:** Exactor; **IA:** QuickBooks Pro, Peachtree; **OM:** address validation, automated data imports, purchasing, product fulfillment staging ("wave" picking). Users include Liberty Orchards, Crows Nest Trading, Vosges Chocolate, WayToBe and Lou Malnati's Tastes of Chicago, which processes high-volume using both CMS and NewHaven's Web hosting, integration and design services. Its daily volume of 300-500 peaks over 12,000 with continued annual growth of 20%, with functions for gift orders and scheduled future shipments, and customization to streamline the fulfillment process. *New this year:*

- An eCommerce API to connect to any platform to automate order downloads, catalog requests, product and inventory uploads, and order status uploads
- Improved Magento integration
- Automated management of "must-arrive-by" orders
- Major improvements to gift and multi-recipient order processing
- Improvements to international shipping and generation of customs forms
- Improved logic for matching imported orders to existing customers
- Kit builder tool for decrementing stock from component SKU stock for receipt into inventory for kit assembly
- Ship-complete
- Optimized handling of very large orders (hundreds of items, cartons, recipients)

### ■ CWDirect (1994, v. 16.0)

MICROS-Retail (formerly CommercialWare) (1975), (PC: Micros Systems Inc.), 1800 Park Drive, Westborough, MA 01581, **Contact:** Chris Sarne, 508-655-7500, info@micros-retail.com, micros-retail.com. **OS:** OS400; **DB:** DB2; **ODBC:** NA; **ECDB:** MICROS-Retail's Fry OCP/OCX and eOneCommerce; **EINT:** MICROS-Retail Open Commerce Platform, eOneCommerce, IBM Websphere Commerce, ATG, MarketLive, DemandWare, et. al.; **MAN:** ADSI, ClipperShip, Agile Ship and ScanCode (standard) plus Pitney Bowes, Aristo, et. al.; **CC:** Chase (Compass Platform), Paymentech (tokenization and BillMeLater), Cybersource, Litle (tokenization), FDMS, PayPal, Google Checkout through Cardinal Commerce, BillMeLater through Paymentech, eBillMe; **ST:** Vertex; **IA:** Great Plains, Lawson, JDA, PeopleSoft, Peachtree, Oracle, SAP; **OM:** CWCollaborate (drop-shipping), CWLocate (multichannel item locator), CWValueCard (cross-channel gift card solution), CWIntegrate (for database mapping), XStore (POS, inventory control), CWIntegrate, Relate (CRM), CWData/Analytics, Product Information Management System, Relate (for customer loyalty management, gift cards, segmentation, campaign management, and clienteling), XStore POS, XBR (trend/exception/fraud management), Balance (financial audit management), Open Commerce Platform (B2B, B2C, mobile, call center, OMS) and Fry Design Services. Users include Jos. A. Bank, Armani Exchange, The Vermont Country Store, Sur La Table and The Disney Store. *New this year:* are fraud management enhancements to include shipping methods and gift certificates as criteria, promotion enhancements, fulfillment enhancements, and integration to Micros-Retail Relate Gift Cards.

### ■ CWSerenate (2007, v. 4.0)

MICROS-Retail (formerly CommercialWare) (1975), (PC: Micros Systems Inc.), 1800 Park Drive, Westborough, MA 01581, **Contact:** Chris Sarne, 508-655-7500, info@micros-retail.com, micros-retail.com. **OS:** Windows; **DB:** MS/SQL; **ODBC:** Y; **ECDB:** MICROS-Retail's Open Commerce Platform (OCP) and eOneCommerce; **EINT:** IBM Websphere Commerce, ATG, MarketLive, DemandWare, Broadvision, et. al.; **MAN:** ADSI, Agileship, ClipperShip, Malvern; **CC:** Paymentech, Litle, Cybersource (tokenization), PayPal, Google Checkout, BillMeLater (via Paymentech), Cardinal Commerce integration for other alternative payments; **ST:** Vertex; **IA:** Great Plains, Lawson, JDA, PeopleSoft, Peachtree, Oracle, SAP, QuickBooks; **OM:** CWCollaborate (drop-shipping), CWLocate (multichannel item locator), XStore, WEData/Analytics, product information management, XStore POS, XBR (financial exception management), Balance (financial audits), Open Commerce Platform (B2B, B2C, mobile, call center, OMS), Fry Design Services. Users include Smilemakers (division of Staples), West Marine, Chelsea & Scott, Brooks Bros. and Cavenders, who benefit from:

- Complete view of order history and inventory availability via call center or Web platform

- Seamless eCommerce integration for inventory availability, order placement, centralized customer management
- Financial tracking linked to order and inventory transactions to measure/monitor profit, gross margin, exceptions
- Extensive promotion capabilities
- Improved inventory accuracy
- Open source technology upgrades including Jasper, Hibernate, Ehcache

#### *New this year:*

- Return by item module
- Slotting assignments based on demand forecasts and item characteristics
- Continued integration with other Micros-Retail products to support omni-channel centralized customer and distributed ordering scenarios
- System monitoring features to proactively measure health of system processes
- Support for online authorization information including AVS and vendor response codes from websites to be sent to OMS for fraud management and internal analysis

### ■ Direct 500 (2005)

AccuPointe Inc. (1989), 2214 Commerce Drive, Monroe, NC 28110, **Contact:** David Brannan, 704-283-0311, david.brannan@accupointe.com. **OS:** Windows; **DB:** SQL Server; **ODBC:** Y; **ECDB:** Microsoft Internet Information Services (IIS), ASP.NET; **EINT:** NA; **MAN:** Worldship, Clipper Ship; **CC:** Paymentech, Litle, Sage Payment Solutions, PayPal, Transfirst, and all processors supported by PCCharge; **ST:** NA; **IA:** Base Sage 500; **OM:** human resources, payroll, manufacturing, contact management, fixed asset accounting, project accounting. This is an add-on module to Sage 500. Smithfield Specialty Foods Group uses Direct 500, integrated with multiple 3PL locations, to support three external eCommerce sites and a remote after-hours phone support site.

### ■ Directions (1984, v. 11)

Peppler & Assocs. Inc. (1980), 22 E. Dundee Road, Barrington, IL 60010, **Contact:** Patrick Peppler, 847-382-6866, pat@peppler.com. **OS:** IBM iSeries, Windows 2003 Server, Apache; **DB:** DB2; **ODBC:** Y; **ECDB:** Apache/Directions; **EINT:** NA; **MAN:** HarveySoft, FedEx Server, FedEx Web Services, UPS WorldShip, Endicia; **CC:** First Data, Litle, Chase Paymentech, Verisign, Global Payment Systems, Nova, CyberSource, Elavon, PayPal; **ST:** all states; **IA:** Directions Financial Systems integrated, interfaces to MAS90, MAS500, BPICS, QuickBooks; **OM:** email campaign management, payables, receivables, financial reporting (P&L, balance sheet, journals). Users include Iowa 80 Group, Safco Dental Supplies, Wild Wings, One Way Furniture and Coast Coins where items are identified with user-assigned attributes (coin type, year, denomination, grade, etc.) used for Web marketing, categorization, and marketing analysis. New features: a completely new financial system with A/R, A/P, and financial statements with new, intuitive user interfaces, plus new operations dashboard functions to monitor call center activity and vendor performance.

### ■ EDGE (2000, v. 6i.11.0)

Jagged Peak (2000), 3000 Bayport Drive, Suite 250, Tampa, FL 33607, **Contact:** Vincent J. Fabrizio, CSMO, 813-637-6900, ext. 230, vfabrici@jaggedpeak.com, jaggedpeak.com. **OS:** Windows (J2EE Framework, UNIX also supported); **DB:** MS SQL 2005+; **ODBC:** Oracle, DB2 and most SQL compliant databases; **ECDB:** Hosted proprietary; **EINT:** DemandWare, Magento, Amazon, eBay and most other commercially available front-ends; **MAN:** supports all major carriers plus ConnectShip, WorldShip, et. al.; **CC:** Authorize.net, Paymentech, Litle, Cyber Source, PayPal, Trust Commerce, Cardinal Commerce Amazon Payments, BillMeLater, Click and Buy, Credex, Ebates, Mazooma, eBillme, eLayaway, Moneta, SafelyPay, Ukash, MyECheck, NYCE SafeDebit, Moneybookers, GreenDot, et. al.; **ST:** Strike Iron, Vertex; **IA:** QuickBooks, Peachtree, Great Plains, MS Dynamics/Navision, SAP, Oracle Financial, et. al.; **OM:** order management, retailer back office (order settlement/fulfillment), inventory management (Multi-DC), catalog management, demand rules (pricing and promotions), logistics supply chain management (order sourcing), communications (event-triggered email notifications), marketing execution PO management, broadcast email, systems integration, customer service direct order entry, Agile (website CMS). Users include Nestlé Nespresso, LVMH, RG Barry, Pelican Products and Pier 1 Imports, which leverages the EDGE eCommerce platform for distributed order management and cross-channel, real-time inventory visibility for "buy anywhere, fulfill anywhere, return anywhere" capabilities (including buy online/pick up in store). EDGE automatically sources orders based on inventory availability and customer proximity to optimize inventory sell-through and reduce shipping costs and time. *New this year:* are expanded omni-channel commerce capabilities, an enterprise service bus to ease integrations, enhanced auto-ship order management, enhanced vendor drop-ship capabilities, an enhanced customer service portal and WMS enhancements.

### ■ GoEcart 360 (2011, v. 3.2)

GoEcart (2000), 10 Middle St., Bridgeport, CT 06604, **Contact:** Manish Chowdhary, 203-336-2284, ext. 202, mchowdhary@goecart.com, GoEcart.com. **OS:** MS Windows Server; **DB:** MS SQL Server 2008; **ODBC:** .NET; **ECDB:** hosted at fault-tolerant operations data center with multi-homed synchronous optical network technology rings; **EINT:** NA; **MAN:** UPS, FedEx, FedEx SmartPost, USPS (Endicia), IBS, ClipperShip; **CC:** Cybersource, Authorize.net, First Data, PayPal, Chase Paymentech, Verisign, et. al.; **ST:** Avalara; **IA:** QuickBooks, Peachtree, SAP, Oracle,

# MULTICHANNEL MERCHANT

## TECHNOLOGY ROUND-UP

J.D. Edwards, et. al; **OM:** advanced site search and guided navigation, rich transactional emails, SEO friendly online store, marketplaces integration, e.g., Amazon, eBay, built-in ratings and reviews, loyalty points and rewards, integrated social networking features, gift certificates. Users include GameQuestDirect.com, which has channel-specific product catalog and pricing; scalable B2B, B2C, retail and marketplace functionality; multi-location inventory for 10,000-plus SKUs; fulfillment including FedEx SmartPost and UPS Mail Innovations for thousands of orders a day; a straightforward order entry and returns system for contact center staff, and a high-performance API for real-time systems integration. It reduced costs by 65% with order volume up 20% year over year, achieved multichannel integration with 15-plus online marketplaces, improved decision-making via robust reporting (including a consolidated view of customers, orders, inventory and revenues across all channels), and improved team productivity and back-office efficiency. *New this year:* advanced B2B functionality, advanced product personalization with preview capability (e.g. monogramming, engraving, etc.), responsive Web design for mobile devices, and support for Google rich snippets data formats.

### ■ HSO for Business Apps for Microsoft Dynamics AX (2004, v. 2012)

HSO North America (1996), 651 Landwehr, Northbrook, IL 60062, **Contact:** Bill Nobes or Brad Dennison, 847-348-0588  
**nbobes@hso.com, hso.com. OS:** Windows; **DB:** SQL/Server; **ODBC:** Y; **ECDB:** ASP.NET; **EINT:** Classic ASP, PHP; **MAN:** Connectship et. al; **CC:** SagePay, Paymentech; **ST:** NA; **IAC:** SAP; **OM:** manufacturing, supply chain management, accounting, HR management, online supplier collaboration, catalog management, shipping, price management, workflow automation, mobile applications. All modules of the system rely on the same Dynamics/AX platform. Users include Lucky Vitamin, Orbital Marketing, The Scout Assoc., Netrada and Direct Wines. Direct Wines has used the system to grow its international business, improve service levels, support customized continuity, manage large-scale mailings, and support multiple trading brands. Enhancements have been made in many areas. *New this year:*

- Customer coded coupons/loyalty
- Multiple Web stores to choose based on need, all integrated
- Integrated rental and service management
- Integrated manufacturing and importing

### ■ InOrder (2000, v. 9.2)

Morse Data Corporation (1975), 16 Pierce St., Dover, NH 03820, **Contact:** Sales Dept., 888-667-7332, sales@morsedata.com. **OS:** Windows Server; **DB:** MS/SQL Server; **ODBC:** Y; **ECDB:** .NET, ADO/ASP, Java Script; **EINT:** Magento, Mercury (Kallio); **MAN:** Malvern Systems, Pitney Bowes Ascent, Kewill ClipperShip, Endicia, CMS Globalsoft; **CC:** Authorize.NET, Cybersource, Bibit, Paymentech, Transfirst; **ST:** AvaTax, CCH ZipSales Tax Data Service; **IAC:** Great Plains, Peachtree, QuickBooks, Oracle Financials, MAS; **OM:** A/P, continuity, purchasing, commissions, royalties, personalization, installment billing, digital delivery, and a loyalty program. Users include Guthy-Renker Europe, Rod's Western Palace, Lancaster Archery Supply, Stewart-MacDonald and IPD (auto parts). IPD uses real-time inventory across all channels, user-defined hierarchies to capture detailed vehicle information on customers' cars, a flexible loyalty program, and complete integration with the promoter price optimization module. In the past year, InOrder has added eCommerce content management and Avalara AvaTax integration.

### ■ interlinkONE (2000, v. 8.6)

interlinkONE Inc. (1996), 21 Concord St., Wilmingon, MA 01887, **Contact:** John Foley, Jr., 978-694-9992, john@interlinkone.com; interlinkone.com. **OS:** NA; **DB:** MS/SQL; **ODBC:** Y; **ECDB:** Native Code; **EINT:** NA; **MANST:** NA; **CC:** Braintree, PayPal, Authorize.net; **IAC:** QuickBooks; **OM:** mobile, social media, variable data, business rule-based ordering/restrictions, book build, budgets. Users include Towne, Pace, Kent Communications, Wilde, and Intelligencer. One user, primarily in the fulfillment distribution space, relies on the vendor's ordering and warehousing solutions to service upward of 50 individual accounts, each with a branded ordering portal supported by a single back-end integrated with operations, accounting and management systems. The 3PL can also support user-specific branding and compliance requirements for businesses in financial services, health care, education, telecom, travel, hospitality and pharmaceuticals. *System highlights include:*

- Tracking order, product and customer restrictions
- Bulk ordering
- Extensive kitting
- Premium (free product) fulfillment
- Print-on-demand

### ■ JDA Direct Commerce (1990, v. 2012.2)

JDA Software Group Inc. (1975), 14400 N 87th St., Scottsdale, AZ 85260, **Contact:** Brian Ageeb, 561-414-1629, Brian.Ageeb@JDA.com, redprairie.com. **NOTE:** This system was formerly Escalate Retail and part of RedPrairie, which merged with JDA earlier this year. **OS:** Windows and Unix/Linux; **DB:** MS SQL 2008 and Oracle; **ODBC:** Y; **ECDB:** Java and .NET e-commerce platforms; **EINT:** Blue Martini, ATG, Websphere, MarketLive, Demandware; **MAN:** NeoPost, ClipperShip, Pitney-Bowes, Agile Pacific et. al; **CC:** Chase/Paymentech, Fifth Third Bank, First Data, First National Merchant Solutions, NPC (Bank of America), Little & Co., Transfirst, RBS Lynk; **ST:** Vertex; **IAC:** Great Plains, Lawson, Oracle, SAP, Multiview, GTS, Peachtree, QuickBooks, PeopleSoft, et. al; **OM:** contact relationship management, guided selling, gift registry/wish list, computer telephony integration, correspondence management, installment billing, continuity, standing order, assembly,

offline shipping module, wireless warehouse, gift cards. Users include J&P Cycles, Hot Topic, Coach, Cornerstone Brands, Wine Country Gift Baskets and Potpourri Group.

### ■ Mach Software (2006, v. 4.2)

Data Management Associates Inc. (1979), 4000 Executive Park Drive, Suite 101, Cincinnati, OH 45241, **Contact:** Larry Maher, 800-660-1275, ext. 204, lmaher@machsoftware.com, machsoftware.com. **OS:** MS 2008, AIX, Redhat LINUX; **DB:** IBM UniVerse II; **ODBC:** Y; **ECDB:** Faircom C-tree, Rocket Web Services; **EINT:** DminSite, MarketLive, SiteForm, SitesNow, Magento, CV3, AbleCommerce, et. al; **MAN:** Kewill, Pitney Bowes, ClipperShip, CPS Harvey, UPS WorldShip, FedEx Ship Manager, RateLinx; **CC:** Verifone PayWare (PA-DSS certified), Skipjack, PCCharge; **ST:** U.S., Canada; **IAC:** Great Plains, MAS200, SBT, QuickBooks; **OM:** Web-based query tools, personalization, gift certificates/messages, continuity, integrated fax/email, continuity, club membership, light assembly with layered BOM, and CRM Web Access. Users include Lady Grace Stores, RJ Matthews Co., Midwest Sports, Exclusively Weddings and Jeffers Pet. *New this year:* an AP expenses module, new import modules including physical counts, additional Web services for credit card processing and address verification, a Magento interface, lot tracking, and mobile POS and line busting (allowing POS transactions away from the cash register).

### ■ Magstar Total Retail (1985, v. 8.2)

Magstar Inc. (1985), Suite 502 - 150 Ferrand Drive, Toronto, ON M3C 3E5, Canada, **Contact:** Steven Greenwood, 877-332-3335, ext. 227, sgreenwood@magstarinc.com, magstarinc.com. **OS:** Linux; **DB:** APGEN, SQL; **ODBC:** Y; **ECDB:** any via APIs; **EINT:** Truition, Novator; **MAN:** NA; **CC:** SDC, Tender Retail, Monetra, Microtrax; **IAC:** Lawson, Great Plains, Acc-Pac. Users include Tilly Endurables, Value Drug Mart, Vincer, Bottle King, Liquidation World, and Bartell Rugs, which benefits from improved financial management through increased visibility and transparency across the enterprise, bar code scanning for 99.9% inventory accuracy in real time, auto replenishment, and POS customer service in the store.

### ■ Mailware Multi Channel Manager (2013)

Core Technologies (1995), 1320 Pearl St., #240, Boulder, CO 80302, **Contact:** Bruce Kowkabany, 866-624-5927, ext. 912, bruce@core-tech.com, core-tech.com. **OS:** Windows; **DB:** DBISAM, SQL; **ODBC:** Y; **ECDB:** NA; **EINT:** 50-plus (including all the majors); **MAN:** Worldship, Dazzle by Endicia, FedEx Ship manager, DHL, Shipworks, Harveysoft; **CC:** PC Charge, XCharge, PCAuthorize, ICVerify, Authorize.Net, many gateways; **IAC:** QuickBooks, Peachtree; **OM:** multichannel management, POS. Users include Treeline Inc., Exceptional Products Inc., Lilliput Motors, Aromatherapeutic and Provino Premium Wines. Mailware's Multi Channel Manager (MCM) supports the Magento eStore including a configurable products feature (size, color and other options) for product listings. MCM also downloads orders and uploads shipping confirmations. The system has multiple billing addresses per customer, quick duplication of the customer's last order, recurring orders, cross-docking, serialized inventory, enhanced purchased orders and receiving, enhanced substitutions (including kit components), and multichannel management with integration to such shopping carts as Amazon (U.S., U.K., Canada), eBay, Just Add Commerce, Buy.com, Shopify, X-Cart, Zen Cart, Volusion, Magento and others using API's or other supplied developer kits or systems that have a MySQL or MSSQL database and allow ODBC access, or that use .csv or .xml files via ftp. *New this year:* a POS module and customizable fields (for personalization and other functions).

### ■ Multichannel Order Manager (MOM) (1986, v. 8)

Dydacomp (1983), 9 Campus Drive, Parsippany, NJ 07054, **Contact:** Laura Hills, 800-858-3666, ext. 231, laura@dydacomp.com, dydacomp.com. **OS:** Windows; **DB:** MS SQL/Server; **ODBC:** Y; **ECDB:** ASP; **EINT:** SiteLINK, Magento, CommerceV3, YahooStore, eBay, Amazon, MIVA Merchant, ShopSite, ChannelAdvisor, Volusion, AbleCommerce, GoDataFeed et. al; **MAN:** Harvey CPS, Endicia; **CC:** Authorize.net, Vital, FDC Nashville, Paymentech, Nova, NDC Global Payments, FDC Omaha, Lynk, Concord, First Data; **ST:** U.S., U.K., Canada; **IAC:** QuickBooks, Peachtree, Great Plains, Business Wines, Microsoft Small Business accounting, et. al; **OM:** address correction, third-party eCommerce, third-party marketplaces, search engine optimization, drop shipping with EDI, advanced reporting, gift cards. Users include Chasing Fireflies, E. Burnham Cosmetics, Shopbedding.com, ChefTools, Russell-Hampton Co. After Shop Bedding implemented MOM, BizSyncXL and Magento. BizSyncXL brings orders into MOM from Magento with the click of a button. Using MOM and First Data, the credit card numbers are stored/encrypted within MOM, allowing the office staff to batch charge the cards automatically without having to manually enter credit card numbers into separate systems. MOM then passes any accounting data to QuickBooks with a simple import file. In the last year, Dydacomp introduced Freestyle Commerce, a next-generation, cloud-based order management solution for small- and mid-size businesses to run retail or distribution operations with a browser and Internet connection. The cloud-based technology, designed to accelerate growth, can process and fulfill orders, manage inventory, and access customer information via the Web. It is tightly integrated with Magento's eCommerce software. Dydacomp has also announced MOM SQL Server Express, v. 8, which allows current MOM Standard Edition users to take advantage of the speed and database stability of Microsoft's free SQL Server Express Edition. All of Dydacomp's eCommerce software continues to be PCI-compliant.

### ■ Mail Order Software Plus (MOSP) (1980, v. 19.00)

Datamann Inc. (1975), 1994 Hartford Ave., Wilder, VT 05088, **Contact:** Bill Musty, 800-451-4263, ext. 312, info@datamann.com, datamann.com. **OS:** AIX/UNIX; **DB:** Indexed Vision; **ODBC:** Y; **ECDB:** SmallTalk; **EINT:** Windows-based; **MAN:** all major systems; **CC:** Paymentech, Little, FNMS; **ST:** internal; **IAC:** ABS. Users include Nueske's Hillcrest Farms, Touch-of-Class, Ulla Popken, Auto Body Toolmart, and Monticello. MOSP has enhanced EDI processing, options for assigning default ship methods to an order, new options for order discounts and final updates for PA-DSS.

### ■ Natural Order (1999, v. 10.1.01)

Natural Solutions (1992), 7301 E. 90th St., Suite 108, Indianapolis, IN 46256, **Contact:** Tyce McIntosh, 317-596-1215, tmcintosh@naturalsol.com, naturalsol.com. **OS:** Windows or Vista workstations, Windows 2008 Server; **DB:** MS SQL 2008 Server; **ODBC:** Y; **ECDB:** Microsoft Windows Server 2000/2008; **EINT:** CommerceV3; **MAN:** Kewill, Neopost, Harveysoft, Pitney Bowes, Clippership, UPS, FedEx, DHL; **CC:** Paymentech, Auric, Transfirst, et. al; **ST:** Avalara; **IAC:** Macola; **OM:** financials, manufacturing. Users include Sgt. Grit, Revival Animal, Dinn Brothers, Springtime, Inc., and Cheap Joes Art Supply, which implemented Taurus's Manage Matrix for a detailed analysis of inventory (ready-to-use analyses that optimize inventory positions, refine the merchandise mix, and maximize the marketing budget, allowing it to identify opportunities for increasing revenue and cutting costs). *New this year:*

- Microsoft's RMS interface
- Enhanced cart picking
- Tokenization for credit card processing
- Dynamic export templates for third-party download
- Process scheduler
- Enhanced picking scheduler

### ■ NetSuite (1998, v. 2012.2)

NetSuite Inc. (1998), 2955 Campus Drive, Suite 100, San Mateo, CA 94403, **Contact:** Lisa Schwarz, lischwarz@netsuite.com, www.netsuite.com. **OS:** cloud-based, supporting IE, Safari, Firefox, Google Chrome browsers; **DB:** Oracle; **ODBC:** Connect via Web services to any platform; **ECDB:** NetSuite; **EINT:** Demandware, Magento, NetSuite, Volusion; **MAN:** UPS, FedEx, USPS; **CC:** CyberSource, PayPal Pro, Merchant eSolutions, Chase Paymentech, Chase, Citibank, Fleet, Wells Fargo; **IAC:** SAP, JD Edwards, Oracle Financials. Users include IBEX, Best Kiteboarding, Upper Playground, Warby Parker, and Magellan GPS.

### ■ OMX (2008, v. 2.3)

OrderMotion, a NetSuite Company (1994), 5 Burlington Woods, Suite 106, Burlington, MA 01803, **Contact:** Lisa Schwarz, lischwarz@netstuite.com, ordermotion.com. **OS:** Cloud-based (works on IE, Safari, Firefox, Google Chrome); **DB:** SQL Server 2008 R2 Standard Edition; **ODBC:** Any; **ECDB:** NA; **EINT:** Magento, Yahoo!, Beantasket, Amazon, Demandware, MarketLive, et. al; **MAN:** UPS, FedEx, USPS; **CC:** Little (tokenization), MerchantWarehouse, Orbital (Paymentech), CyberSource (tokenization), Authorize.net, Monaris, Atlantic Pacific Processing/NMI, Verisign, USA ePay, Verifi, et. al; **IAC:** QuickBooks, Great Plains, Epicor, MAS90, Oracle, SAP, et. al; **OM:** email and direct marketing campaign management, continuity, analytics, order source analysis. Users include Party America, Franklin Mint, 3M, Ghiradelli, and Lanvin. OMX provides high-capacity order management with peak orders of more than 60,000 per day with a fully integrated POS and ERP system and support for sophisticated marketing promotions and a custom reporting engine.

### ■ On-Demand eCommerce Platform (2006, v. 1.0.60501.1)

OrderDynamics Corp. (2000), 70 East Beaver Creek Road, #43, Richmond Hill, ON, L2B 3B2, **Contact:** Michael Turcsanyi, 866-559-8123, solutions@orderdynamics.com, orderdynamics.com. **OS:** NA; **DB:** NA; **ODBC:** NA; **ECDB:** proprietary; **EINT:** Magento, 3PL Call Center Systems, Demandware, custom; **MAN:** FedEx, UPS, Purolator, DHL, Canada Post, USPS, and ESTES; **CC:** First Data, Authorize.NET, PayPal, Chase Payment Tech, Cardinal Commerce, Bean Stream, Moneris, Merchant eSolutions, GIVEX, Profit Point, Global Collect, et. al; **ST:** Avalara; **IAC:** Oracle, Sage, QuickBooks, Simply, AS/400, Navision, MS Dynamics, KWI, RICS, EPICOR, et. al; **OM:** mobile commerce promotions, content personalization, catalog product management, customer segmentation, email. This is a hosted solution used by Laura, Murale, The Shoe Company, JYSK, and Henry's Camera, with more than 30 locations and over 25,000 products, using OrderDynamics to rapidly expand their B2C, B2B, and mobile online channels. OrderDynamics is introducing Connect Commerce, a rich API environment allowing merchants and third parties to plug directly into the OrderDynamics Commerce Cloud. *New this year:*

- Support for global currencies, languages, shipping rates, address validation
- Retail store applications (in-store pick up, fulfill-from-store, ship-to-store, mobile POS, clienteling/customer service)
- Order routing (business rules to dynamically route shipments from a retail store network)
- Availability for the order management module to be used with a third-party front-end
- Full Canada Post Web services fulfillment integration
- Lucene intelligent site-search
- ChannelAdvisor integration for third-party marketplaces
- Improved B2B eCommerce functionality

### ■ Order Management Systems Enters (2009, v. 5.6.13)

Order Management Systems LLC (2009), 12481 Brantley Commons Court, Fort Myers, FL 33907, **Contact:** Barry Shepherd, 239-935-5597,

ext. 200, sales@oms.us.com, OrderManagementSystems.com. **OS:** Microsoft Windows Server 2008+; **DB:** Microsoft SQL Server Standard or Enterprise; **ODBC:** Y; **ECDB:** NA; **EINT:** Magento, Demandware, ATG Commerce; **MAN:** Malvernysys, IFS, Temando; **CC:** NAB Transact, ANZ, PayVision, Authorize.net, Braintree, CyberSource, Merchant e-Solutions, eBay, Payway, PayPal Payflow Pro, PayPal Website Payments Pro (PayPal Express), Commonwealth Bank, Payment Express; **ST:** NA; **IAC:** QuickBooks, MYOB, Mass 500, SAP, Microsoft Dynamics. Users include Surf Life Saving, PicklesPlus, Harman, Trend Imports, and Ice Watch Australia, which offers high-end timepieces via B2C, B2B and retail outlets worldwide. Ice Watch uses the OMS enterprise platform to manage inventory across multiple warehouses, orders from multiple sales channels, and customer support using the OMS customer support portal for both telephone and email. Ice sales reps can log onto the OMS enterprise platform while they are on the road to place orders and track their sales commissions. Ice marketing can administer segmented promotional emails to customers based on purchasing habits, region or other filters. Ice accounting connects the OMS enterprise platform with its own accounting system to balance all B2C and B2B transactions. And Ice Watch logistics uses the stock level management system to monitor inventory levels and do proactive replenishment.

#### ■ Response (1999, v. 10.1)

Colinear Systems, Inc. (1985), (PC: Weaver Technology Group), 2650 Holcomb Bridge Road, Suite 610, Alpharetta, GA 30022. **Contact:** Val Sanders, 800-265-4632, ext. 102, sales@colinear.com, colinear.com. **OS:** Windows 7, Vista, XP. **DB:** MS/SQL. **ODBC:** MS/SQL, Oracle; **ECDB:** NA; **EINT:** Apache, IIS, Commerce Server, et. al.; **MAN:** any; **ODBC:** compliant manifest system; **CC:** Chase Paymentech, Litle, TransFirst, Nabanco, Orbital, Authorize.net; **ST:** Avalara, Vertex, Taxware, DPI (for reporting/remittance); **IAC:** Peachtree, Great Plains, QuickBooks, MAS 500, Macola, Accpac, et. al.; **OM:** telephony/PBX interface/reverse phone lookup, outbound telemarketing/lead management, assembly, real-time address standardization; advanced item personalization, Web-based customer self-service, Amazon and Yahoo stores integration, CommerceV3/Magento/Amazon.com integration, fraud suite, mobile reporting, bar code/wireless warehouse, continuity (fixed/variable, of-the-month, etc.), standing orders, multi-company/multi-division, quotations, gift cards, RTV, data import utilities, integration to Certona Resonance recommendations in the call center, visual workflow, and

real-time FedEx/USPS Web services. Users include Crafts Eagle America, Crafts Americana Group, National Allergy Supply, Numrich Gun Parts, and Espresso Zone, which uses real-time integration with the Ability Commerce shopping cart for personalization automation for dog tags, laser-engraved flag cases, screen-printed apparel, etc., carousel picking (pick-to-light) in a multi-zoned warehouse, multichannel gift cards, POS, phone integration/screen pop for customer service, a finder file with media match back for sourcing un-sourced Web and phone orders, variable kits for choosing components when purchasing apparel (choose logo/insignia for each section of a shirt, for instance).

#### ■ RetailOps (2011, v. 1.4)

GudTech Inc. (2011), 2414 Sarbonne Drive, Oceanside, CA 92054. **Contact:** Sam Moses, 855-294-8383, ext. 700, sam@gudtech.com; retailops.com. **OS:** Linux; **DB:** MySQL, Postgres; **ODBC:** N; **ECDB:** NA; **EINT:** Magento, ASPDOTNETStorefront; **MAN:** NA; **CC:** Authorize.net; **ST:** U.S.; **IAC:** QuickBooks, Intacct (cloud-based); **OM:** product information management, product photography studio support, invoice reconciliation, wireless console tools, attribute dependency management, marketplace support (ChannelAdvisor, etc.), two-factor authentication and user access controls. Users include Vanguard Wholesale and Shoemetro.com, which decreased its workforce by 30%, increased product receiving throughput by 20% and improved product data accuracy.

#### ■ Stone Edge (2000, v. 7.1)

Monsoon Commerce (1997), 399 Arcola Road, Suite 200, Collegeville, PA 19426 (PC: Monsoon Commerce), **Contact:** John Seaner, 484-927-4806, jseaner@monsooncommerce.com, monsooncommerce.com. **OS:** Windows 7 and 8; **DB:** SQL/Server, SQL Express; **ODBC:** Y; **ECDB:** NA; **EINT:** more than 50 online shopping carts and eCommerce platforms including Amazon, eBay, Overstock.com, Yahoo Stores, Shop.com, Magento, osCommerce, ChannelAdvisor, 3DCart, BigCommerce, ASPDotNetStorefront, MivaMerchant, Monsoon, ShopSite, Volusion, plus an API for generic XML interfaces; **MAN:** ShipRush, Abol, Endicia, Stamps.com; **CC:** Authorize.net, CyberSource, Payflow Pro, PayPal, Chase Paymentech/Orbital, USAePay, Yahoo/First Data; **ST:** Avalara; **IAC:** QuickBooks; **OM:** product catalog, pricing, purchasing, reporting/analysis, shipping/logistics. The system is designed and priced for small eCommerce and multichannel merchants, allowing easy customization

with no IT staff required. Users include LA Police Gear, Optics Planet, Sports Unlimited, Turn 5, and Online Stores, where it supported growth from a home-based business to the Internet Retailer 500 retailer list. Online Stores processes more than 4,000 orders per day, with 100,000 SKUs from six eCommerce sites. The application has improved employee productivity, inventory control and customer satisfaction, with returning customers comprising 50% of sales, which grew from \$13 million in 2006 to almost \$30 million in 2012. New features include a PCI-compliant payment module, a warehouse management and an advanced inventory management module (available Q4 2013).

#### ■ TernoVelocity (1999, v. 15)

Terno & Associates Inc. (1992), 6311 Gibson Road, Suite B1, Canfield, OH 44406. **Contact:** Jeff Moliterno, 330-629-7004, jeff@terno.com, terno.com. **OS:** Windows, UNIX, Linux; **DB:** IBM UniVerse, **ODBC:** ODBC, XML and SQL-compatible databases; **ECDB:** IIS, CommerceServer, Open Source, SQL, XML, LAMP/WAMP; **EINT:** Amazon.com, American Eagle, MarketLive, SiteForm, Magento, et. al.; **MAN:** ClipperShip, UPS Worldship, FedEx Powership, Harveysoft, Malvern, Aristo, StarShip, SPSS, any ODBC compliant; **CC:** Chase Paymentech, Shift4, Authorize.net, CMS FirstData, et. al.; **ST:** U.S. and Canada; **IAC:** Great Plains; **OM:** pick/pack productivity, bill of materials. Users include Chinaberry, Collision Services, Competition Accessories, Sunshine Crafts, and Cuddledown of Maine, which takes advantage of scalable architecture, flexible and affordable customizations, lightweight loads over various connections (VPN, WAN), visibility in all channels, multichannel inventory levels, multi-use gift certificates, eCommerce and retail with real-time balance updates, min/max for retail inventory levels with one-click replenishment, single-source stock status/value reporting, streamlined DC processes, batch picking (and other picking options), order packing verification, bill of materials processing, A/R connectivity with accounting packages, and real-time order placement with eCommerce platforms. TernoVelocity is now integrated with Shift4 with a credit card tokenization interface for added security and verification of payment compliance. It has also made improvements to reporting and graphing capabilities, including customizable dashboards. Its new interface works in both real-time and batch modes; is incorporated in its call center, Web, and POS modules; and allows for a processor-independent solution. Its browser-based interface supports more flexible user display options.

**KEY to the following summaries:**

systems name (date introduced, version number); company name (date founded); (PC = parent company); OS = operating system; DB = database; ODBC = open database connectivity (Y = any ODBC database); ECDB = ecommerce database; EINT = ecommerce platforms integrated with; MAN = third-party manifesting system; CC = credit card processors supported; ST = sales tax systems supported; IAC = integrated with which accounting packages; OM = other modules

	Staff			Installs/User Base															Avg. price of software installations in place (exclusive of hardware)							
	Staff	Number of programmers	Number of dedicated support staff	Total number of supported installs	Total number of installs on version currently selling	Number with <12 users	Number with 12 - 24 users	Number with 25 - 50 users	Number with 50 - 100 users	Number with >100 users	Average number of orders per day, typical user	% users primarily B2B	% users primarily B2C	% users who are both	% users doing at least 15% retail	% primarily ecommerce	Average number of IT staff at representative sites	Hosted solution	<\$15k	\$15k - 25k	\$25k - 50k	\$50k - \$100k	\$100k - \$250k	> \$250k	Transaction-based pricing (average cost per order)	
ActiveSERIES ERP	34	9	11	2/90*	92	78	14	38	22	4	2-3,000		10%	80%	75%	95	3	N				10%	70%	20%	NA	
BusinessFlow	30	20	3	75+	75+	NA	NA	NA	NA	NA	100-15,000	20%	80%	30%	20%	80%	NA	O			5%	45%	40%	10%	<20c	
Celerant Command Retail	80	19	33	309	39**	32	3	1	1	2	NA	90%	5	5	100	3	2+	O				X			NA	
CIO Direct	9	7	0	200+	All	80	20				NA	20	60	20	30	60	0	Y	X						50c - 15c	
Circle Commerce Manager	30	15	8	60	15	2	13	19	23	3	2,000	0	90	10	100	35	1	O					X		NA	
CMS, Commerce Management System	13	5	5	250	250	124	89	25	12	0	50-300	20	70	10	10	80	1	N	50%	25%	17%	8%			NA	
CWDirect	1,900	147	62	80	10	NA	NA	NA	NA	NA	NA	5%	80%	15%	75%	40%	2 - 5	O	0	0	0	15%	30%	50%	5%	
CWSerenade	1,900	147	62	20	15	NA	NA	NA	10	9	5,000	0%	80%	20%	50%	50%	2 - 5	O						X	5%	
Direct 500	15	4	3	500	500	NA	NA	NA	NA	NA	500 - 2,500	77	23	50	75	40		N				X			NA	
Directions	8	5	6	80	10	3	15	50	8		50-800	30	70	25	10	50	0	O				30%	50%	20%	NA	
EDGE	146	20	20	116	100	5	25	40	10	10	500+	20	80	40	20	90	1	Y				10%	20%	50%	20	NA
GoECart	20	5	6	210	20	100	80	20			50 - 1000	20	80	20	NA	80	0 - 2	Y		X					Y	
HSD for Microsoft Dynamics AX	405	85	62	27 D	45	0	3	83	124	17	3,500	33	66	50	40	25	3	Y					10%	90%	NA	
InOrder	28	9	13	43	43	10	10	15	8	0	2,500	25	55	20	65	75	1	O					X		NA	
interlinkONE	25	4	5	500+	All	200	40	48	37	91	NA	50	50	NA	10	25	2 - 3	O	X						Varies	
JDA Direct Commerce	1,996	642	187	225	134	6	36	59	69	55	10,000	15	70	15	35	15	1 - 2	O					X		NA	
Mach Software	12	6	3	60	51	7	18	15	13	7	1,500	34	66	73	24	39	0.5	N	0%	0%	12%	63%	18%	7%	0%	
Magstar Total Retail	18	6	10	28	20	3	6	10	6	3	NA	0	70	30	90	5	1-4	N				X			NA	
Mailware Multi Channel Manager	11	3	3	3000+	100	1,500	1,000	500	NA	NA	1,000	35	50	15	25	75	1	N	30%	40%	20%	10%			NA	
Multichannel Order Manager	65	8	26	3,912	2,495	2,891	594	270	155	2	100	20	60	20	10	40	1	O	X						NA	
Mail Order Software Plus	35	5	6	95	24	15%	30%	25%	20%	10%	500	15%	80%	5%	30%	0%	0 - 1	N			X				N	
Natural Order	9	4	4	37	35	8	8	13	4	2	3,000	50	20	30	2	5	1	N	5%	10%	20%	45%	15%	5%	NA	
NetSuite	1,000+	NA	NA	12,000+	All	NA	NA	NA	NA	NA	NA	25	75	50	85	75	0	Y			X				NA	
OMX	20	7	5	250	250	50	50	75	50	25	100 - 300	2%	98%	5%	10%	80%	0-2	Y	5%	50%	25%	15%	5%		B	
On-Demand Ecommerce Platform	32	15	15	50	50		10	40			750	30	50	25	NA	100	NA	Y					X		NA	
Order Management Systems Enterprise	80+	9	15	62	62	85%	15%				2,000+	20%	70%	10%	95%	905%	2 - 5	Y	5%	15%	30%	30%	15%	5%	NA	
Response	6	2	3	630+	120+	73+	24+	15+	10	0	100 - 250+	12	88	40	10	25	1	N	61%	14%	13%	12%	0	0	NA	
RetailOPs	5	3	2	3	3		1	1	1		1,500	0	3	0	100	100	2	Y	33%	67%					1%	
Stone Edge	80	30	30	1,300	300	75%	20%	5%	0	0	10 - 5,000	20%	70%	10%	100	90%	1 - 5	O	90%	10%					NA	
TernoVelocity	10	6	4	23	17	5	8	5	4	1	1K - 5K	15%	55%	30%	20%	15%	0.5 - 1	N		17%	33%	33%	17%		NA	

	ecommerce										Functionality										PA-DSS				
	Integrated ecommerce shopping cart	Full and complete ecommerce module	Single shared database for call center and Web	Support for real-time Web order import	Support for SEO	Individualized offers	Third-party shipping site feeds	mComm version	mComm app	Display all sizes/colors for SKU in UE	Includes full fulfillment functionality	Support single inventory in multiple warehouses	Ship-to-by-line-item	Integrated manifesting	Support for non-U.S. addresses	Support for multiple currencies	Integrated accounting module	Approx. % of users with few or minor modifications	Approx. % of users with major modifications	Formal PA-DSS compliance assessment	Applied to list of validated applications	Not formally assessed, but system is compliant	Intend to be compliant by what date:	Residual solution: PCI-compliant	
ActiveSERIES ERP	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	N	20%	5%	NA	N	Y	OS	NA	
BusinessFlow	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	70%	30%	IP	N	Y	NA	NA	
Celerant Command Retail	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	NA	Y	Y	Y	Y	40%	60%	Y	Y	NA	NA	NA	
CIO Direct	Y	Y	Y	Y	NA	Some	Y	NA	NA	Y	Y	Y	N	Y	Y	N	N	NA	20%	N	N	Y	NA	Y	
Circle Commerce Manager	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	50%	50%	Y	N	N	NA	NA	
CMS, Commerce Management System	Y	Y	Y	Y	Y	Y	Y	ID	Y	Y	Y	Y	Y	Y	Y	N	Y	82%	18%	Y	Y	NA	NA	NA	
CWDirect	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	75%	10%	Y	Y	N	NA	NA	
CWSerenade	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	50%	0%	Y	Y	N	NA	NA	
Direct 500	Y	Y	Y	Y	Y	Y	N	N	N	Y	Y	Y	NA	Y	Y	Y	Y	75%	25	Y	Y	N	NA	NA	
Directions	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	N	Y	10%	30%	Y	N	Y	vers.11	NA	
EDGE	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	90%	10%	N	N	N	NA	Y	
GoECart	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	N	Y	Y	N	N	80%	20%	Y	Y	NA	NA	Y	
HSO for Microsoft Dynamics AX	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	80%	20%	Y	N	Y	Y	NA	
InOrder	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	85%	15%	Y	Y	N	vers. 9.0+	Y	
interlinkONE	Y	Y	Y	Y	Y	Y	Y	Y	ID	Y	Y	Y	N	Y	Y	N	N	50%	50%	N	N	N	NA	Y	
JDA Direct Commerce	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	40%	15%	Y	Y	NA	NA	Y	
Mach Software	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	80%	20%	Y	Y	NA	NA	NA	
Magstar Total Retail	AW	AW	Y	Y	N	N	N	N	N	Y	Y	Y	Y	Y	Y	Y	Y	20%	10%	Y	Y	Y	NA	NA	
Mailware Multi Channel Manager	Y	Y	Y	Y	Y	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	N	90%	10%	N	N	Y	NA	NA	
Multichannel Order Manager	Y	Y	Y	Y	Y	Y	Y	Y/SL	N	Y	Y	Y	Y	Y	Y	Y	N	15%	5%	Y	Y	NA	L	NA	
Mail Order Software Plus	Y	Y	Y	Y	N	N	Y	N	N	Y	Y	Y	NA	Y	Y	Y	Y	75%	25%	Y	P	Y	NA	NA	
Natural Order	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	90%	10%	Y	N	Y	TBD	NA	
NetSuite	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	NA	Y	Y	Y	Y	60%	40%	Y	Y	NA	NA	Y	
OMX	N	N	Y	Y	N	N	N	Y	Y	Y	Y	N	N	N	Y	Y	N	85%	15%	Y	Y	NA	NA	Y	
On-Demand Ecommerce Platform	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	N	100%	0%	NA	NA	NA	NA	Y	
Order Management Systems Enterprise	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	10%	90%	N	N	Y	NA	Y	
Response	Y	Y	Y	Y	Y	Y	Y	PT	PT	Y	Y	Y	Y	Y	Y	N	Y	40%	60%	Y	Y	NA	NA	NA	
RetailOPs	N	N	N	Y	NA	NA	Y	NA	NA	Y	Y	Y	N	Y	Y	N	N	0%	0%	N	N	Y	TBD	Y	
Stone Edge	N	N	Y	N	N	N	Y	N	N	N	Y	N	Y	Y	N	N	N	80%	20%	Y	Y	NA	NA	NA	
TernoVelocity	Y	Y	Y	Y	Y	Y	Y	Y	F	Y	Y	Y	Y	Y	Y	Y	Y	60%	30%	Y	Y	NA	NA	NA	

**Functional/Modular Rankings**

	<i>Order entry/ customer service</i>	<i>E-commerce</i>	<i>Contact/ campaign management</i>	<i>Warehouse management</i>	<i>Fulfillment</i>	<i>Merchandise planning/ forecasting</i>	<i>Customer database management</i>	<i>Marketing database/ analytics</i>	<i>Retail management/POS</i>
<b>ActiveSERIES ERP</b>	A-1-1	A-1-5	B-2-1	A-1-1	A-1-1	A-2-3	B-2-1	A-1-3	E
<b>BusinessFlow</b>	A-1-NA	A-1-NA	A-1-NA	B-2-NA	B-2-NA	B-2-NA	A-1-NA	B-2-NA	E
<b>Celerant Command Retail</b>	A-2-4	A-1-4	D-3-5	A-1-5	A-1-NA	B-2-NA	B-2-NA	B-2	A-1-1
<b>CIO Direct</b>	A-1-1	A-1-1	C-3-1	A-1-1	A-1-1	C-3-1	A-1-1	B-2-1	E
<b>Circle Commerce Manager</b>	A-1-1	B-1-2	C-2-2	A-2-1	A-2-1	A-1-3	A-2-3	A-2-3	B-1-2
<b>CMS, Commerce Management System</b>	A-1-1	A-1-2	A-1-1	B-2-3	A-1-1	C-3-5	A-2-2	A-2-3	B-2-5
<b>CWDirect</b>	A-1-1	A-1-1	C-2-2	B-2-1	A-1-1	C-3-2	A-2-1	A-2-1	A-1-1
<b>CWSerenade</b>	A-1-1	A-1-1	A-2-5	B-2-3	A-1-1	C-3-2	A-2-1	A-2-1	A-1-1
<b>Direct 500</b>	A-1-1	A-1-1	C-2-3	A-1-2	A-1-1	B-2-3	B-2-1	A-2-1	C-2-5
<b>Directions</b>	A-1-1	A-1-3	B-2-1	A-2-1	A-1-1	B-2-2	A-1-1	B-2-2	B-2-5
<b>EDGE</b>	A-1-1	A-1-1	C-3-4	B-2-5	A-1-1	E	A-1-1	B-2-2	E
<b>GoECart</b>	A-1-1	A-1-1	C-2-2	B-2-2	A-1-1	C-3-4	A-2-1	B-2-2	E
<b>HSO for Microsoft Dynamics AX</b>	A-1-1	A-1-4	A-2-2	A-1-3	A-1-1	A-2-3	B-2-3	B-2-1	B-2-5
<b>InOrder</b>	A-1-1	A-2-2	B-2-2	A-1-2	A-1-1	A-1-1	A-2-1	B-2-3	B-2-4
<b>interlinkONE</b>	B-1-NA	B-1-NA	B-1-NA	A-1-NA	A-1-NA	B-1-NA	A-1-NA	A-1-NA	B-1-NA
<b>JDA Direct Commerce</b>	A-1-1	A-1-2	A-1-1	A-2-1	A-2-1	B-2-2	A-1-1	B-2-2	B-2-4
<b>Mach Software</b>	A-1-1	B-2-1	B-2-2	A-1-1	A-1-1	B-2-2	A-1-1	A-2-1	A-2-4
<b>Magstar Total Retail</b>	A-2-1	C-2-4	B-2-2	A-2-2	A-1-1	B-1-1	A-1-3	A-1-4	A-2-1
<b>Mailware Multi Channel Manager</b>	A-1-1	A-1-4	A-1-2	A-2-2	A-1-1	B-2-4	A-2-1	B-2-2	B-2-4
<b>Multichannel Order Manager</b>	A-1-1	A-1-4	A-2-3	B-2-3	A-1-1	B-2-3	A-2-1	B-1-2	B-2-5
<b>Mail Order Software Plus</b>	A-1-1	A-2-3	A-1-1	A-2-1	A-1-1	B-2-1	A-1-1	B-2-1	B-3-4
<b>Natural Order</b>	A-1-1	B-2-5	B-2-1	A-2-1	B-2-1	C-2-2	A-1-1	A-1-1	C-3-5
<b>NetSuite</b>	A-1-1	A-1-1	A-2-3	A-1-1	A-2-1	B-2-4	A-1-1	B-2-3	D-3-5
<b>OMX</b>	A-1-1	A-2-1	A-1-2	B-2-2	A-1-1	A-2-3	B-2-1	B-2-4	B-2-5
<b>On-Demand Ecommerce Platform</b>	A-1-2	A-1-1	A-2-2	D-3-4	A-2-2	B-1-1	A-2-1	A-1-1	E
<b>Order Management Systems Enterprise</b>	A-1-NA	B-2-NA	B-2-NA	A-1-NA	A-1-NA	B-1-NA	A-2-NA	B-2-NA	C-3-NA
<b>Response</b>	A-1-1	B-1-2	A-1-5	B-2-1	A-2-1	C-2-4	A-1-1	B-2-1	C-2-4
<b>RetailOPs</b>	A-2-3	C-2-1	E	B-2-1	A-1-1	C-2-3	B-2-3	D-3-5	D-3-5
<b>Stone Edge</b>	A-1-1	A-1-1	E	C-2-4	A-1-1	C-3-5	A-1-1	B-3-4	B-1-4
<b>TernoVelocity</b>	A-1-1	A-1-3	B-2-5	B-2-3	A-2-1	B-2-3	A-1-1	A-1-2	A-2-4

**Key to Functional Ranks (provided by vendors), i.e., Grade – Rank – % User base**

<b>Grade</b>	<b>Rank</b>	<b>% Installed Base Using This</b>
A = This is a major strength of our application suite	1 = We are a "market leader" here	1 = >90%
B = "Above average" in functionality and feature set	2 = We are "competitive" here	2 = 75-89%
C = We offer and support this in our application suite	3 = Support basic functionality only	3 = 50-74%
D = This is a minor element in our application suite		4 = 25-49%
E = We do not support this in our application suite		5 = <25%