



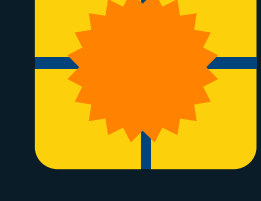
# 4 STEPS

## To Delivering An Optimized Fulfillment Strategy

Never say, "No" to your customers. Deliver the service they deserve with the right combination of **fulfillment strategy tools**.



Only **19%** of retail CEOs believe they can fulfill omnichannel demand profitably.<sup>1</sup>



### STEP 1: Self-Fulfillment

Preferred method for do-it-yourselfers who want to pack and ship their own products and maintain their branding.



**76%** of retail IT professionals ranked **integrating selling channels** to create an omnichannel "face to the customer" as a top priority.<sup>2</sup>



### STEP 2: Third Party Distributor

Both warehouse and distribution functions with one service provider—a place where both wholesale and retail orders are shipped. A great time saver.

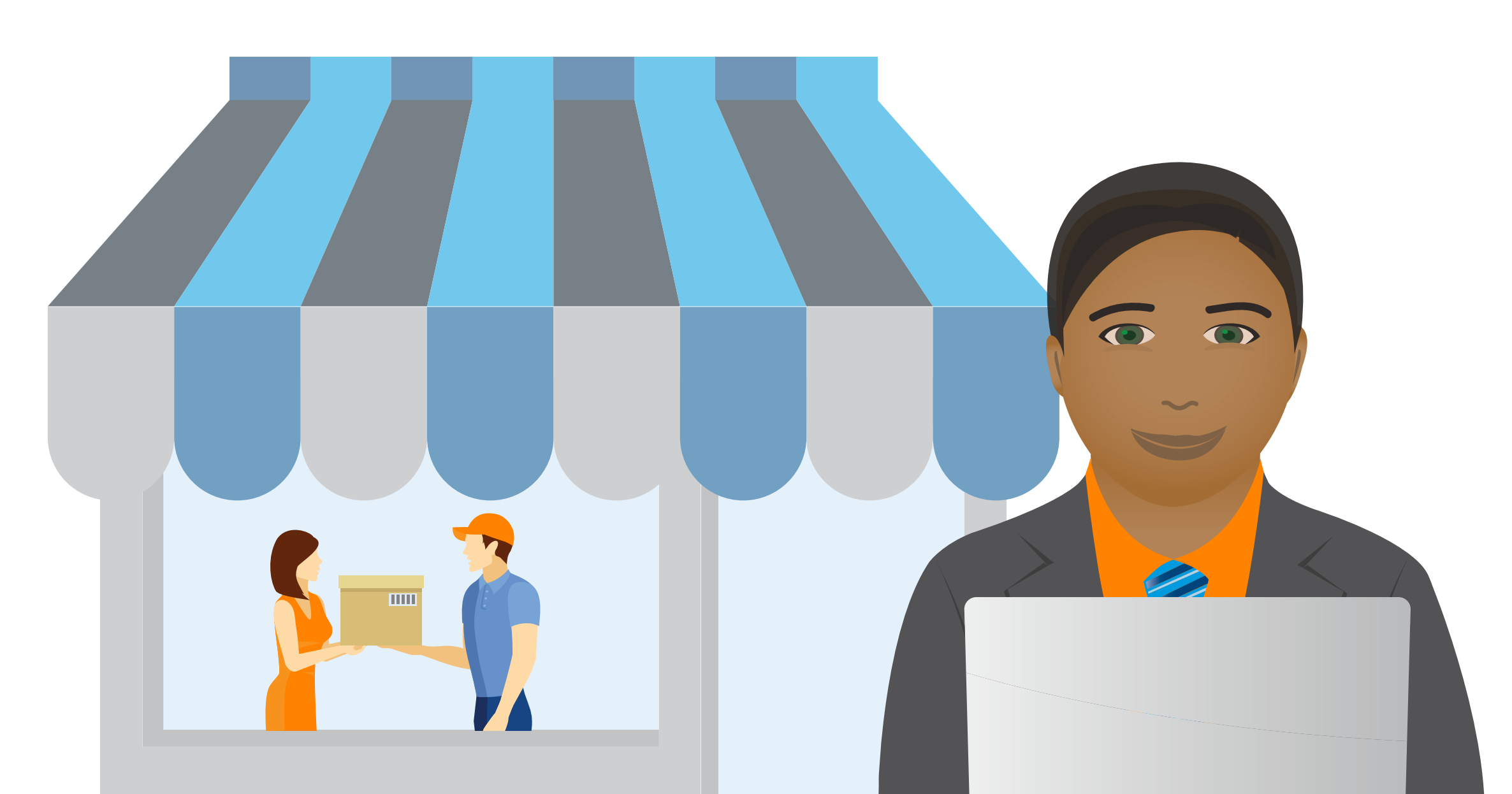


**Same-day delivery options** are expected to generate **\$987 million** by 2019.<sup>3</sup>



### STEP 3: Ship Store-to-Store

Convert stores into fulfillment centers so shoppers can receive orders from the closest location instead of a more distant warehouse.



Nearly **50%** of customers who use "buy online, pick up in-store" or "reserve online, pay and pick up in-store" options now **expect their orders to be ready within 1 hour**.<sup>4</sup>



### STEP 4: Drop Shipping

The most **omnichannel-friendly** and **low-risk fulfillment shipping method**. Every available product can be packed and shipped to shoppers at their convenience.



### 6 Benefits of Drop Shipping

- Unlimited product selection** (endless aisle capabilities) without having to maintain a high in-store inventory
- Combined online shopping and shipping** in the store
- Less time** spent managing shipping
- Scalability** with ease
- Sell products** as soon as they appear on the e-Commerce site
- Reduced identity fraud and shrinkage** — both employee and customer related



The customer experience is defined by how you can deliver the products they want, when they want them. **Find the right drop ship partner today to complete your omnichannel fulfillment strategy and give your customers the service they demand.**

[Contact iQmetrix](#)

Sources:

1. Build A Profitable Omnichannel Fulfillment Program, Forrester, March 2016
2. Build A Profitable Omnichannel Fulfillment Program, Forrester, March 2016
3. Same-day Delivery Market in the US 2015-2019, Radiant Insights, December 2015
4. North American Consumer Technographics® Retail Online Benchmark Recontact Survey, Forrester, 2015
5. State of the Retail Supply Chain 2016, Martec International, April 2016