

OMS unifies commerce for retailer

Titan Brands: Enhancing customer service



Direct-to-consumer online retailer enhances its customer service with Infios's Order Management solutions, customer care, customer experience and product information management solutions.

Company profile

Titan Brands is a \$200m+ online retailer of private-label consumer and small business goods, specializing in commercial and farm attachments, loading ramps, fitness equipment and various outdoor items. Today, Titan Brands sells over 3,000 different products to businesses and consumers across the US and Canada.

Quick facts: Titan Brands

- **Corporate headquarters:** Memphis, Tennessee
- **Distribution centers:** 4
- **Solution:**
 - **Enspire Commerce Platform**
 - Order Management System (OMS)
 - Customer Care
 - Customer Experience
 - Product Information Management (PIM)
 - **Infios Warehouse Management System (WMS)**

The opportunity

Titan Brands is experiencing exponential growth with an expected revenue increase of three times its current revenue over next five years. In response to heightening demand for its direct-to-consumer and marketplace fulfillment strategy, the online retailer saw opportunity to improve real-time inventory information, increase delivery date accuracy and decrease freight costs to enhance the customer experience. Further, Titan Brands' combination of individual and bundled items complicated fulfillment, as components were required to reside in the same warehouse, which convoluted how inventory was represented on Titan Brands' website and in marketplaces including Amazon®, Walmart® and eBay®.

The solution

With these specific challenges and needs in mind, Titan Brands selected the Enspire Commerce platform, including its next generation, cloud-native order management system (OMS)—as well as its Customer Care, Customer Experience and Product Information Management (PIM) solutions. In tandem with the Enspire Commerce platform, Titan also leveraged Infios's warehouse management system (WMS) to optimize fulfillment and labor productivity within its distribution centers.

To address Titan's challenges, the Enspire Commerce platform offered the following capabilities:

- Enabled order allocation for least cost fulfillment DC selection and least cost carrier selection
- Provided the ability to allocate inventory that was in transit from APAC so inventory could be sold before it arrived in the US
- Created flexible, made-to-order kitting for inventory to be shipped from multiple warehouses, enabling inventory to be shipped as either a component or kit
- Put infrastructure in place to support strategic growth with a scalable system in the cloud
- Provided the ability to give estimated delivery times in website shopping cart for a better customer experience
- Created the ability for customers to select expedited shipping options
- Implemented configurable systems versus requiring customizations

The results

As a result of implementing Infios's Enspire Commerce platform, including its OMS, Customer Care, Customer Experience and PIM solutions, Titan improved the customer experience by identifying real-time inventory availability as well as actual delivery times and freight costs during its online order experience. Infios's solutions also enabled the brand to allocate against in-transit future inventory and calculate delivery dates accordingly to improve backorder handling and reduce backorders by 70 percent.

In addition to improving real-time inventory information, increasing delivery date accuracy and decreasing freight costs, the Enspire Commerce platform helped to eliminate error-prone processes in customer service, warehouse and finance—thereby increasing the bottom line and enhancing customer service.



“Infios has been an integral part of Titan Brands’ digital transformation, helping us to provide a better customer experience through increased visibility and reliability throughout the order and delivery process. We were able to quickly lay a foundation and build world class processes that will allow us to stay on the cutting edge of customer experience for years to come.”

Jeff Hill

Director of Global Supply Chain at Titan Brands