



Lyftz | Supply Chain Management Software

Powering the supply chain of today and tomorrow

THE STORY OF LYFTZ

Lyftz is a fictitious cloud-based supply chain management platform providing order fulfillment, inventory management, order management, and distribution management. Its cloud-based platform integrates all critical functions required for end-to-end order fulfillment, while providing the flexibility to quickly adapt to changing demands or systems. As a result, organizations are empowered to address today's ever-changing supply chain demands with a more modern, flexible approach that enhances operational efficiency, improves accuracy, rapidly adapts to changes, and boosts customer relationships.

OVERVIEW

Brief Title	How to Adapt Your Warehouse for the New Multi-Channel Supply Chain
Brief Description	This whitepaper will discuss how warehouse physical structures and warehouse processes such as order fulfillment, order picking, and data management must evolve in order to meet the new demands brought on by global ecommerce.
Storyline	The New Supply Chain
Audience Focus	Warehouse Ops for Etailers
Business Objective	Pipeline Development
Notes	Include a graphic that shows the difference in warehouse processes and infrastructure for traditional store order fulfillment versus direct-to-consumer order fulfillment.
Research	Evaluate the whitepaper "Order Fulfillment in the New Retail Landscape" by competitor Agilops

TIMELINE

Target Date	04/01/2016
Draft Review Date	03/08/2016
Final Approval Date	03/22/2016
Outline Review Date	03/01/2016

BUYER RELEVANCE

Journey Map Small retailers—Lyftz supply chain fulfillment platform

Journey Stage Discovering, Learning

Personas  John  Henry  Camilla

Personas' Journey Stage Needs

- I need to see how other companies like me have addressed new supply chain demands brought on by direct-to-consumer online shopping orders.
- I need to develop a use case brief that includes how we will leverage an order fulfillment solution across warehouse and supply chain functions.
- I need agreement that a supply chain management solution is worth employing.
- I need to write an ROI case for the CFO. This includes how the increase in the efficiency and accuracy of managing and fulfilling orders with a new solution enhances customer relationships for better brand loyalty, and cuts internal costs associated with inaccuracies, labor management, and IT downtime.

GOALS & COST

Revenue Goals Secure 45 MQLs and 15 sales pipeline contacts, and close 2 customers.

Performance Goals 250 whitepaper downloads in the initial email drop. 350 total whitepaper downloads after one month of additional outreach via blog and social promotion.

Intended Impact Generate new qualified leads, move current leads in the middle Learning stage, and establish thought-leadership on multi-channel order fulfillment.

Budget \$ 5,000

Actual Cost \$ TBD

PRODUCTION DETAILS

Format Whitepaper

Search Terms Warehouse Management, Supply Chain Management, Direct-to-Consumer Fulfillment

Citations

- Supply and Demand Chain Executive, "Optimizing for Multi-Channel Etail"
- Gartner, "Modernizing Warehouse Operations"
- Supply Chain Logistics, "Consumer Expectations for Delivery and the Impact to Your Brand"

PRODUCTION DETAILS, CONTINUED

Related Resources

- ➔ Internal SMEs—John Mitchell and Charlotte Ryan
- ➔ Scott White, our account executive for Henry's Gems, for example customer use cases on how the customer adapted its warehouse to meet new direct to consumer fulfillment demands.
- ➔ Supply and Demand Chain Executive, "Optimizing for Multi-Channel Etail"
- ➔ Gartner, "Modernizing Warehouse Operations"
- ➔ Supply Chain Logistics, "Consumer Expectations for Delivery and the Impact to Your Brand"

Translations

German, Japanese

Brand

See preferred fonts, colors, and text sizes for whitepapers within our brand style guidelines.

Messages

Message	Journey Map	Journey Stages	Persona
Always be ready for changes in people, products, and processes.	Small etailers—Lyftz supply chain fulfillment platform	Discovering	 Camilla
Always be ready for changes in people, products, and processes.	Small etailers—Lyftz supply chain fulfillment platform	Discovering	 John
Deliver the right product on time to enhance customer relationships, reduce error-related costs, and drive repeat business.	Small etailers—Lyftz supply chain fulfillment platform	Discovering	 John
Leverage real-time, advanced supply chain management analytics to improve the efficiency and accuracy of order fulfillment to stores and consumers worldwide.	Small etailers—Lyftz supply chain fulfillment platform	Learning	 Camilla
Seamless integration improves operational efficiency, reduces downtime, and eliminates the need for customer coding.	Small etailers—Lyftz supply chain fulfillment platform	Learning	 Henry
Free IT from maintenance headaches and costs.	Small etailers—Lyftz supply chain fulfillment platform	Learning	 John

Production Team

Name	Responsibility
Samantha	Create the content and interview internal resources.
Tim	Design the whitepaper layout and create the graphics.
John and Charlotte	Review for technical accuracy.
Linda and James	Provide edits and final approval of whitepaper.

PRODUCTION DETAILS, CONTINUED

Resources Library	Name	Type
	Applying Supply Chain to Omni-Channel	Article

USAGE PLAN

Channel In addition to the email promotion with Supply Chain and Logistics, promote the whitepaper via Twitter and LinkedIn (non-paid), and with our current leads via CTAs in our blogs and email nurtures.

Promotions Single email blast with the publication Supply Chain and Logistics

Campaign(s) The Future of Warehouse Operations to Support the Modern Supply Chain

Re-purpose Re-purpose the whitepaper into a webinar with Cloudly
Re-purpose the whitepaper into the following four blog posts:

- “Warehouse Analytics for the New Supply Chain”
- “Consumer Expectations for Online Delivery”
- “Technology Considerations for Optimizing the Multi-Channel Supply Chain”
- “How the Supply Chain Impacts Brand Reputation”

OUTLINE

Outline

1. Introduction
 - a. The rise in online shopping and purchases
 - b. The expectations consumers have for deliveries
 - c. The impact of the online shopping and shipment process to brand and revenue
 - d. The impact the rise of ecommerce has had on the supply chain, particularly the warehouse
2. Warehouse Processes
 - a. Traditional store fulfillment processes vs. direct-to-consumer order processes
 - b. Challenges brought on by the rise in direct-to-consumer orders
 - c. Why and how warehouse structures and processes need to change
3. New Technology Needs and Considerations
 - a. Multi-channel fulfillment requirements
 - b. A new integrated approach
 - c. On-premise vs. cloud solutions
 - d. Supply chain analytics to collect

Outline

4. Case Studies
 - a. Henry's Gems moves to cloud-based supply chain platform
 - b. Jeffrey's Suits changes warehouse structure to divide store and consumer fulfillment
 - c. Miller Home Improvement and Design uses analytics to optimize warehouse and overall supply chain efficiency
5. Conclusion
 - a. Warehouse and supply chain operations must evolve to meet new global demands in today's retail landscape