



OPTIMIZE YOUR SUPPLY CHAIN ACROSS ALL CHANNELS

With Maersk Omnichannel Fulfillment.

Today's consumer expects a business to sell products at touch points that are convenient to them. Whether that is a flagship store or a massive online retailer, more and more consumers are shopping for products based on convenience, proximity, and availability.

WHAT EXACTLY IS OMNICHANNEL FULFILLMENT?



Omnichannel fulfillment refers to a logistics system that combines physical and digital logistics to provide a mix of physical supply chain, digital supply chain, and business strategic needs. This allows businesses to strategically manage inventories, analyze market trends along with inventory data, and fulfill consumer demands.

OMNICHANNEL: AN 'OMNI'- CHALLENGE?

While it looks simple, the process of getting the product to all channels according to market trends and product demand is a massive logistics challenge.

There are several factors that lead to this:

Change in consumer behavior

An increasing number of consumers are making their retail brand or purchasing decisions online, with over half of all B2C consumers having an engagement with 3 to 5 channels for every purchase they make. According to a study, omnichannel consumers purchase 70% more often than their offline counterparts.

Shifting priorities

Delivery experience is playing a key role in the shopping experience. Many consumers say that delivery time is the most important factor when considering an online purchase. This, in turn, affects customer loyalty.

Returns and replacements

The convenience of online shopping should be matched by the convenience of returns, according to consumers. They prefer free returns and replacements for their online purchases.

OMNICHANNEL FULFILLMENT – BRIDGING THE GAPS IN YOUR SUPPLY CHAIN

A good omnichannel experience is:

Accessible

Omnichannel enables businesses to decode local markets. Consumers can then access various offline and online channels.

Tailored

It enables businesses to adapt to consumers' needs including geography, currency, and language, and manage these changes in advance.

Consistent

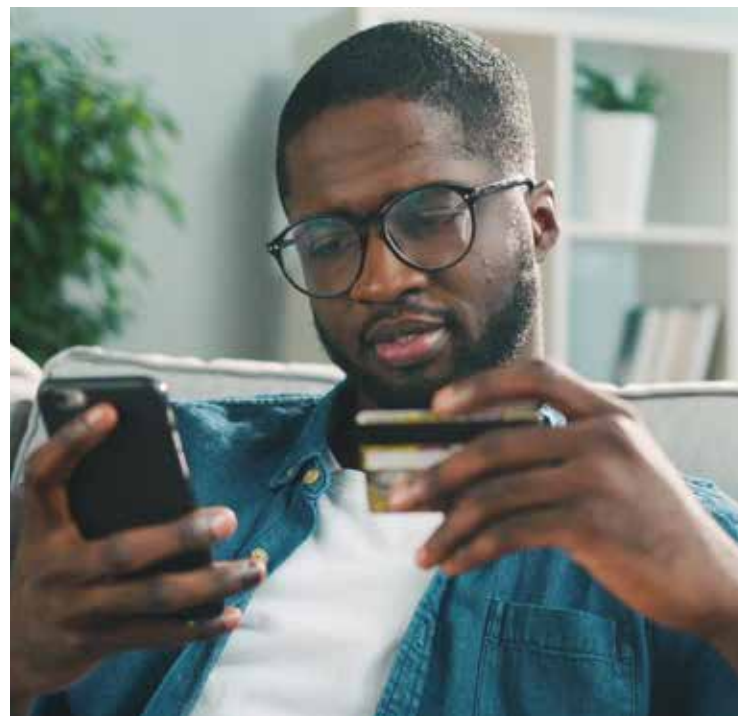
Consumer experience is similar across all channels, with the online experience reflecting in-store experience. Omnichannel at its peak can orchestrate orders, inventories, and transportation across channels.

Reliable and efficient

Inventory levels, customer service, and delivery should all be dependable. A reliable omnichannel experience ensures a seamless consumer experience from shopping to receipt or return.

Integrated

Consumers can easily move within and across any channel, providing a seamless integration.



HOW IS OMNICHANNEL REVOLUTIONIZING LOGISTICS?

Omnichannel fulfillment is reshaping enormous industries, particularly within retail and lifestyle, with both distribution and channel strategies becoming a priority for all companies that wish to reach their target consumers.

BENEFITS FOR END CONSUMERS:



Speed of delivery



Freedom of choice



Availability



Transparency

BENEFITS OF OMNICHANNEL FULFILLMENT



Automation

In 2023, the world of omnichannel fulfillment saw two strong trends: warehouse automation and artificial intelligence (AI). Warehouse automation, especially for order processing, picking, and packing has also been strong. This is due to long-term cost savings, added efficiency, high accuracy, and continuous innovations. AI is showing strong potential in data analysis to achieve better inventory accuracy and forecasting.



Efficiency

With omnichannel fulfillment, improving efficiency becomes easy as you can allocate inventory by assessing market trends and demands. It also improves quality inspection, packaging, labeling, and sorting.



Expertise

Across the North America region, Maersk has managed to create and operate distribution centers with an extensive network spanning the North America region. This helps our customers cater to multiple channels, providing better product availability.

SERVICES THAT HELP YOU BE EVERYWHERE

Maersk Omnichannel Fulfillment offers a variety of services that help streamline your supply chain and optimize it to cater to every channel, online and offline.

Distribution center (DC) management

When it comes to warehousing, we have a global footprint and extensive network ready to handle your supply chain from origin to destination. We strategically combined distribution centers with various shipping and air cargo lines to channel a seamless end-to-end solution with fewer choke points. This helps the customer reduce complexity, gain speed, and improve control and visibility.

We currently have over 150 multi-use and dedicated purpose-built facilities offering operations-centric solutions that include:

- Warehousing
- Single inventory multi-country omnichannel fulfillment
- In-country distribution
- Value added services
- Bonded and non-bonded
- Temperature control
- Automation
- Fully integrated systems and a leading omnichannel fulfillment warehouse management system (WMS)

E-commerce fulfillment

E-commerce fulfillment solutions for in-country, regional, and international e-commerce businesses, and last-mile solutions are some of our most popular and in-demand services.

These include:

- Last-mile delivery and courier management
- Next-day delivery in key North American markets
- End-to-end order tracking
- Fast onboarding
- Existing integrations with key web-shops and marketplaces
- Cross-border e-commerce solutions
- Origin direct to consumer
- North America inbound

Global hubbing

We offer global and regional hubs that are bonded multipurpose facilities equipped with global and regional solutions. This helps us expedite shipments and manage omnichannel obligations with ease and efficiency.

Some of our offerings include:

- Origin consolidation
- Inbound deconsolidation and multi-country distribution
- Pick/pack/ship at pallet, carton, or item level
- Ship to DCs, stores, retailers, wholesalers, and B2C
- Destination DC bypass
- Cross-border B2B & B2C distribution
- PO management
- Value added services
- Trade compliance

Transport management services

We provide transport solutions that offer high levels of service reliability and full visibility of product movement. This reduces anxiety for our customers along with helping them optimize their transport costs.

Our transport management services include:

- Network planning
- Shipment consolidation
- Scheduled delivery
- Real-time track & trace
- POD (physical and e-POD)
- Cash on delivery
- Real-time visibility
- Data management and analytics
- Temperature control
- Control tower services

WHAT DOES NORTH AMERICA LOOK LIKE FOR MAERSK?

We are constantly improving our services in North America. As of today, we have over 150 distribution centers (DC) with over 24 million square feet of warehouse space. With more than 400 brands trusting us worldwide, we take pride in storing and handling their products within the region with care.

Here is a map of all our **distribution centers in the North America region**:

Over **400 brands worldwide** trust us to store and handle their products with care. Close collaboration with brand owners allows us to tailor our warehousing solutions to the individual customer and deliver quality services at competitive prices



GET IT RIGHT ON EVERY CHANNEL WITH MAERSK OMNICHANNEL FULFILLMENT



Optimize your product flow and distribute your products across every channel seamlessly with Maersk Omnichannel Fulfillment.

Our team of specialists will collaborate closely with you to understand your specific needs and provide you with **customized solutions tailored to suit your commercial and operational environment**.



Case study that tell you more

There are many ways for omnichannel fulfillment to provide innovative solutions across industries. Read our case study to get an understanding of how Maersk Omnichannel Fulfillment can transform your business.

No toying around

Learn how a well-established children's toy manufacturing company overcame significant operational challenges and achieved substantial cost savings by adopting omnichannel strategies.

[Read more](#)



