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 Etalers

**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
Smalletailers—Lyftz supply chain fulfillment platform

### Journey Stage
Discovering, Learning

### Personas
- John
- Henry
- Camilla

### Personas’ Journey Stage Needs
1. I need to see how other companies like me have addressed new supply chain demands brought on by direct-to-consumer online shopping orders.
2. I need to develop a use case brief that includes how we will leverage an order fulfillment solution across warehouse and supply chain functions.
3. I need agreement that a supply chain management solution is worth employing.
4. 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”
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

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

Production Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samantha</td>
<td>Create the content and interview internal resources.</td>
</tr>
<tr>
<td>Tim</td>
<td>Design the whitepaper layout and create the graphics.</td>
</tr>
<tr>
<td>John and Charlotte</td>
<td>Review for technical accuracy.</td>
</tr>
<tr>
<td>Linda and James</td>
<td>Provide edits and final approval of whitepaper.</td>
</tr>
</tbody>
</table>
## Resources Library

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applying Supply Chain to Omni-Channel</td>
<td>Article</td>
</tr>
</tbody>
</table>

## 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
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