Distributed Order Management System enables high-level multi-brand services for Kanmo customers

Customer Success Story

About Kanmo Group

Kanmo Group is an Indonesian Retail Franchise Business formed in 2005 with a bright range of global brands. As the partner of leading retail brands from around the world, the group occupies a leadership position within several market segments in Indonesia. The portfolio of the company offers multibrands physical stores & digital brands as well as homegrown brands.

Kanmo Group is operating as an omnichannel business, serving tens of thousands of customers monthly with brands like: Havaianas, Adidas, Mothercare, Coach, KateSpade, Nespresso and many more.

Region
Indonesia

Stores
more than 250

Industries
Retail

The Result

- **Increased number of routed orders** within the first 4 months. Orders can be routed all over Indonesia by the DOMS
- **Reduced transportation and shipping costs** by offering free shipping from Kanmo stores. This makes it possible to serve their customers with a minimum principal cost
- **Optimized customer experience** through a holistic and highly adaptable overview of all omnichannel orders, the handling and admin of orders is improved in efficiency and flexibility
- **Realized an outstanding collaboration & commitment** between Kanmo Group, Codilar and fulfillmenttools in **three different time zones** and a remarkably fast implementation from signature date until go live

> Our biggest challenge is to handle the multi complex order management for the large number of islands around Indonesia. Due to the smart and unique routing options of the fulfillmenttools Distributed Order Management System, our operations are now able to serve customers more flexible and with a minimum principal cost.

Chitranjan Singh
Head of Product Kanmo Group

Interested in finding out more? Get in touch with us!
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SIMPLIFYING RETAIL COMPLEXITY

The challenges for Kanmo Group

- **Reducing the high transportation and shipping costs of the existing system landscape** for customers all over Indonesia
- **Optimizing the fulfillment operation in Indonesia** and finding a **future-proof and scalable software solution**
- **Offering and implementing multi-brands services** like selling through multi branded webshops, stores and marketplaces with high benefit and advantages for customers
- **Managing complexity** of selling products through different brands in various islands and cities around Indonesia as biggest logistical challenge

The fulfillmenttools solution

1. **Implementing a Distributed Order Management System (DOMS)**
   a. By adopting the fulfillmenttools DOMS, Kanmo Group is now able to configure individual routing rules and address complex order distribution scenarios for multi-brand services
   b. Various functions for the entire data overview and management like download data, filter data and see certain attributes tailored for the individual needs

2. **Using the diversity of Ship-from-Store**
   a. Kanmo Group is now able to ship their goods directly from a store or serve their online orders through a central warehouse to reduce costs and increase efficiency. This is done by selecting the best fulfillment location based on inventory levels and multi-brand-specific needs

3. **Being Competitive and Scalable**
   a. The multifunctions of routing rules and shipping options makes Kanmo Group increase sales and be competitive with other market players
   b. The API-first approach gives the flexibility to connect swiftly to the existing infrastructure and make individual configurations step by step at your own pace

codilar

As additional project partner, codilar was and is involved in the project between Kanmo and fulfillmenttools. Codilar is an award-winning digital commerce agency that specializes in building enterprise-grade eCommerce solutions for retail, b2b, and d2c companies.
This leverage powerful and flexible platforms are used to build highly customized and fully integrated omnichannel commerce platforms together.

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