Ecommerce now accounts for more than 14% of total retail sales. And ecommerce is growing at an annual clip of 15%, compared with just under 4% for retail overall.¹

Yet many retailers’ online sales are hampered by being disconnected from their stores. Some retailers are unable to expose store-unique SKUs in online channels. Others have to move inventory that’s not selling in one store to other stores. Still others struggle with shipping items from remote distribution centers.

That’s why more retailers are relying on Radial Ship-from-Store.

This innovative software as a service (SaaS) is pre-integrated with Radial Order Management to connect your ecommerce and store channels – exposing store inventory online and transforming stores into fulfillment centers. So you can drive revenues while enabling customers to find what they want, when they want it.

**Available to Promise (ATP) – Across All Your Channels**

Radial Ship-from-Store helps you avoid out-of-stock situations by ensuring that all ATP store inventory is part of your fulfillment network. It also lets you optimize store inventory and delivery by configuring sourcing rules to reduce split shipments and ship from the location nearest customer.

With Radial Ship-from-Store, associates pick and pack orders from store inventory and then ship directly to the customer. Key functionality includes:

- Integration with Radial Order Management or any third-party system
- Intelligent order routing based on criteria you define
- Optimized pick queues
- Customized picking and packing slips
- Mobile pick, pack and ship
- Automated carrier integration
- Automated inventory updates
- Order reallocation for unpicked items
- Push notifications to stores when a new order is ready to pick
- Ship-method optimization, downgrading to lower costs or upgrading for faster delivery

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¹ “U.S. Ecommerce Sales Grow 15.0% in 2018,” Digital Commerce 360, February 2019
Higher Margins for You, Bigger Smiles for Your Customers
Retailers that leverage Radial Ship-from-Store achieve a broad range of business advantages:

- Increased revenues by fulfilling online orders for merchandise that’s out of stock at warehouses
- Higher margins on slow-moving inventory and end-of-year merchandise by selling store inventory at full price
- Decreased shipping times and expenses by shipping orders from stores close to the customer
- Expanded product assortment by exposing more inventory online
- Improved customer satisfaction and loyalty by giving customers what they want, when they want it

“Radial Ship-from-Store made the 9,500 SKUs that were unique to stores visible online. We no longer had to physically move inventory that wasn’t selling to other stores. We put it in front of customers all the time. We essentially doubled our available inventory overnight.”

Jason Allen
Vice President of Multichannel Operations, GameStop

Omnichannel as Only Radial Can Deliver
Radial Ship-from-Store operates standalone or as part of the Radial Order Management Store Fulfillment portfolio. Other capabilities in the portfolio include:

- **Radial Ship-to-Store** – Ship to the customer’s store of choice from warehouses or others stores
- **Radial In-Store Pickup** – Allow customers to purchase products online and pick them up at their local store
- **Radial Associate Delivery** – Equip store associates to perform same-day delivery to customers
- **Radial Buy Online Return In Store** – Enable customers to return online purchases to their local store

Radial is a pioneer in store fulfillment and has performed at the vanguard of omnichannel technology and results for more than a decade. Our omnichannel solutions are purpose-built for retail – not generic software borrowed from another industry. Our full-service offering covers everything you need for omnichannel success – including software, hosting, implementation, and ongoing support and management.

With Radial Ship-from-Store, you can advance your omnichannel operations to the next level. You gain the capabilities you need to save sales, shrink delivery times, improve margins – and delight your customers with exceptional experiences.
As customers demand greater convenience, more shipping options and the ability to shop across channels, retailers are responding – seeking ways to meet customer expectations for exceptional experiences.

In-store pickup is one of the more popular ways.

But in-store pickup can be complex. You have to integrate cross-channel data and processes to enhance visibility. You need to coordinate store and online channels. And you must ensure that customers get the fast, smooth, on-time experience they expect – all while driving revenues and sustaining profits.

That’s why more retailers are turning to Radial In-Store Pickup.

**Convenience for Customers, Smooth Operations for You**

This robust software as a service (SaaS) is pre-integrated with Radial Order Management. It offers your customers convenient, store-based pickup. They get a fast and simple fulfillment option to complete the store sale while they’re online, choose their pickup location and, in most cases, receive their items the same day – sometimes within just one hour.

Radial In-Store Pickup equips you and your teams with innovative functionality:

- Integration with Radial Order Management or any third-party system
- Use with existing mobile devices
- Automatic inventory updates
- Optimized picking, with the ability to pick orders as allocated to meet service-level agreements (SLAs)
- Push notifications when a new order is ready to pick
- SMS notifications when orders are ready for pickup
- SLA management to ensure orders are picked within defined time period
- A PIN code so that a designated party can pick up orders on the customer’s behalf
- Payment settlement when picking is complete or at customer pickup

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**2018 Results**

- $129M In-store pickup sales
- 2.9M In-store pickup orders
- 9M In-store pickup units

**2018 Peak Results**

- $41M In-store pickup sales
- 93K In-store pickup orders
- 3M In-store pickup units
Increasing Sales – and Smiles
Forward-thinking retailers are leveraging Radial In-Store Pickup to achieve a range of goals:

- Offer more convenient purchase options
- Increase foot traffic in stores
- Avoid shipping fees that can result in online cart abandonment
- Deliver fast fulfillment, including same day
- Increase cross-sell and upsell opportunities
- Improve inventory turns
- Eliminate shipping fees for customers
- Create convenient, satisfying customer experiences
- Enhance customer loyalty and value
- Generate higher revenues

Omnichannel as Only Radial Can Deliver
Radial In-Store Pickup operates standalone or as part of the Radial Order Management Store Fulfillment portfolio. Other capabilities in the portfolio include:

- **Radial Ship-from-Store** – Pick, pack and ship online orders direct to customers from stores
- **Radial Ship-to-Store** – Ship to the customer’s store of choice from warehouses or others stores
- **Radial Associate Delivery** – Equip store associates to perform same-day delivery to customers
- **Radial Buy Online Return In Store** – Enable customers to return online purchases to their local store

Radial is a pioneer in store fulfillment and has performed at the vanguard of omnichannel technology and results for more than a decade. Our omnichannel solutions are purpose-built for retail – not generic software borrowed from another industry. Our full-service offering covers everything you need for omnichannel success – including software, hosting, implementation, and ongoing support and management.

With Radial In-Store Pickup, you can advance your omnichannel operations to the next level. You gain the capabilities you need to improve customer satisfaction, increase store traffic, create upsell- and cross-sell opportunities, and drive both store and ecommerce revenues.
Today’s retail customers demand speed, convenience and the flexibility to shop the way they want. Retailers recognize that a ship-to-store option is an efficient and effective way to deliver the exceptional experiences their customers seek.

But ship to store involves complexity. You need to coordinate online and store channels. You have to integrate cross-channel data, processes and visibility. And you must ensure that customers get the fast, smooth experience they expect.

That’s why a growing number of retailers depend on Radial Ship-to-Store.

This innovative software as a service (SaaS) is pre-integrated with Radial Order Management. It offers your customers a convenient, store-based pickup option for merchandise that’s online-only or out of stock in a given store.

With Radial Ship-to-Store, you can:
- Save sales that might otherwise be lost
- Increase store traffic and cross- and upsell-opportunities
- Provide customers with speed, convenience and free or cost-effective delivery

Enabling Customer Convenience

Radial Ship-to-Store empowers you to optimize your inventory across the enterprise. Customers can order merchandise that’s out of stock at their local store or isn’t available for online shipping. Radial Ship-to-Store then enables your warehouse or store associates to pick, pack and ship the items to the store.

What’s more, Radial Ship-to-Store enables customers to purchase additional items when they come to the store for pickup. That enables you to cross-sell and upsell – increasing customer satisfaction and driving new revenues.

Radial Ship-to-Store delivers the innovative functionality you need:
- Integration with Radial Order Management or any third-party system
- Advance shipping notification to stores
- Configurable hold tickets
- Staging location support
- In-store order lookup
- In-store process optimization for merchandise receipt and customer pickup
- Order check-in at the store
- Order pickup notifications to your order management system

### 2018 Results
- **35M** In ship-to-store sales
- **678K** Ship-to-store orders
- **803K** Ship-to-store units

### 2018 Peak Results
- **$5.6M** In ship-to-store sales
- **100K** Ship-to-store orders
- **120K** Ship-to-store units
More Sales for You, Bigger Smiles for Your Customers
Retailers that leverage Radial Ship-to-Store achieve a broad range of business advantages:
■ Increased store traffic
■ Cross-sell and upsell opportunities
■ Improved inventory turns
■ Free or cost-effective shipping
■ Expanded delivery options
■ Convenient, satisfying customer experiences
■ Enhanced customer loyalty and value
■ Higher revenues

“We launched Radial In-Store Pickup and Radial Ship-to-Store across an entire fleet of almost 500 stores in six weeks. That is really remarkable, and it speaks to Radial and its flexibility.”

Brian Seewald
Vice President of Digital, DSW

Omnichannel as Only Radial Can Deliver
Radial Ship-to-Store operates standalone or as part of the Radial Order Management Store Fulfillment portfolio. Other capabilities in the portfolio include:
■ **Radial Ship-from-Store** – Pick, pack and ship online orders direct from the store
■ **Radial In-Store Pickup** – Allow customers to purchase products online and pick them up at their local store
■ **Radial Associate Delivery** – Equip existing store associates to perform same-day delivery to customers
■ **Radial Buy Online Return In Store** – Enable customers to return online purchases to their local store

Radial is a pioneer in store fulfillment and has performed at the vanguard of omnichannel technology and results for more than a decade.

Our omnichannel solutions are purpose-built for retail – not generic software borrowed from another industry. Our full-service offering covers everything you need for omnichannel success – including software, hosting, implementation, and ongoing support and management.

With Radial Ship-to-Store, you can advance your omnichannel operations to the next level. You gain the capabilities you need to simplify and optimize in-store ecommerce, increase store traffic, improve customer experiences – and drive new revenues.

Real-World Results for Your Business
Leading retailers are taking advantage of Radial Ship-to-Store to achieve tangible, positive outcomes.

>500
Stores enabled as fulfillment centers
~50%
Orders fulfilled by stores
6 weeks
Time to go live in nearly 500 stores