



FIFTIFY

Warehouse Management System for Multichannel Sellers

WHITEPAPER · ECOMMERCE STRATEGY

The Order Fulfillment Buyer's Toolkit

Optimize your ecommerce operations with the right software.

WHAT'S INSIDE

- Executive summary of key decisions
- Self-assessment for readiness
- Feature checklist by business stage
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This toolkit is designed to help ecommerce businesses maximize efficiency through the right order fulfillment software. It includes practical tools for evaluation, selection, and implementation.

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HOW TO USE THIS TOOLKIT

Work through each section to assess your needs, compare options, and plan your implementation.

01

Executive Summary

Maximizing efficiency with the right software

In ecommerce, speed and accuracy are crucial for growth. Order fulfillment software automates order processing, reducing manual tasks and improving efficiency.

This toolkit provides a structured approach to selecting and implementing order fulfillment software, ensuring you make informed decisions that align with your business needs.

The five decisions that matter most

1. Identify your specific needs.

Understand your current workflow and future goals to determine the features you require.

2. Evaluate integration capabilities.

Ensure the software connects seamlessly with your existing platforms and processes.

3. Assess scalability.

Choose a solution that can grow with your business and handle increased order volumes.

4. Consider user experience.

Look for intuitive interfaces and support that make the software easy to use.

5. Plan for implementation.

Develop a detailed roadmap for rolling out the software with minimal disruption.

QUICK WIN

Start by mapping your current order fulfillment process to identify bottlenecks.

02

Do You Need Order Fulfillment Software Right Now?

A 12-point self-assessment

Evaluate your current operations to determine if order fulfillment software is necessary.

SELF-ASSESSMENT — CHECK ALL THAT APPLY

- ☐ We experience frequent order errors.
- ☐ Our team spends excessive time on manual tasks.
- ☐ We receive regular 'Where is my order?' inquiries.
- ☐ Our inventory accuracy is inconsistent.
- ☐ We struggle with overselling or stockouts.
- ☐ Our order volume is increasing rapidly.
- ☐ We plan to expand to new sales channels.
- ☐ Our shipping process is slow or error-prone.
- ☐ We lack real-time visibility into order status.
- ☐ Our return process is cumbersome.
- ☐ We need better reporting on sales and performance.
- ☐ Our current system doesn't integrate well with other tools.

Score	Verdict	What it means & what to do
0 – 3 boxes	Premature.	Your current setup may suffice. Focus on optimizing existing processes.
4 – 7 boxes	Warranted.	Consider exploring order fulfillment software to enhance efficiency and accuracy.
8 – 12 boxes	Urgent.	Implementing order fulfillment software should be a priority to support your business growth.

03

Order Fulfillment Software Features Checklist

Sorted by priority and business stage

Use this checklist to identify essential features based on your business's current stage.

MUST-HAVE — BASELINE FOR ANY GROWING OPERATION

- ☐ Real-time inventory management
- ☐ Order tracking and updates
- ☐ Shipping carrier integration
- ☐ Basic reporting tools
- ☐ Multi-channel order management
- ☐ Returns management

NICE-TO-HAVE — ADD AS YOU SCALE

- ☐ Batch processing capabilities
- ☐ Advanced analytics and insights
- ☐ Automated shipping rules
- ☐ Customizable dashboards
- ☐ Integration with 3PL partners

ADVANCED — ENTERPRISE / SPECIALIZED

- ☐ AI-driven demand forecasting
- ☐ Sustainability tracking features
- ☐ Customs compliance automation
- ☐ Support for international logistics
- ☐ Advanced security protocols

Quick view: which features matter at your stage

Stage	Volume	Key features
Starter	< 100 / day	Real-time inventory, Basic reporting
Growth	100 – 1,000 / day	Order tracking, Multi-channel management
Scale	1,000 – 5,000 / day	Batch processing, Advanced analytics

Stage	Volume	Key features
Enterprise	> 5,000 / day	AI forecasting, International logistics

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Vendor Scoring Matrix

A weighted, fillable template for objective comparison

Use this matrix to objectively compare potential software vendors based on critical criteria.

Criterion	Wt	V1	V2	V3	V4
Operational fit to our daily flow	3				
Integration depth	2.5				
Scalability	2.5				
User experience	2				
Cost-effectiveness	2				
Customer support quality	1.5				
Implementation support	1.5				

HOW TO USE

Total the scores for each vendor. A maximum score is 105. Aim for a minimum of 75 for a viable option.

05

90-Day Implementation Roadmap

A realistic schedule

Follow this phased approach to implement your order fulfillment software smoothly.

| Phase 1

Days 0–21

- Define project goals
- Select implementation team
- Map current workflows

| Phase 2

Days 22–45

- Configure software settings
- Integrate with existing systems
- Conduct initial training sessions

| Phase 3

Days 46–70

- Run pilot program
- Collect feedback and adjust
- Finalize training materials

| Phase 4

Days 71–90

- Go live with full rollout
- Monitor performance
- Prepare ongoing support plan

PILOT, DO NOT BIG-BANG

Start with a small subset of orders to test the system before full deployment.

06

About Fiftify

When you are ready to talk to a real WMS

Fiftify is a warehouse management system built for multichannel sellers. We understand the complexities of managing orders across multiple platforms and offer solutions that streamline your operations. Our software integrates seamlessly with major ecommerce platforms, providing real-time inventory updates and efficient order processing.

Seamless integration.

Fiftify connects effortlessly with Shopify, Amazon, and more.

Real-time insights.

Get instant access to inventory and order data.

Scalable solutions.

Our system grows with your business, handling increased volumes effortlessly.

Dedicated support.

Our team is available to assist with setup and ongoing operations.

Cost-effective pricing.

Flexible plans designed to fit businesses of all sizes.

Ready to talk to a real WMS?

See how Fiftify runs multichannel fulfillment at scale.

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