The Multi Problem

Business leaders need to manage complexity across the different aspects of their brand. These complexities stem from managing multiple dimensions of commerce operations, each with its unique set of considerations.

- 🟡 **TECHNOLOGY & INTEGRATION**
- 🔴 **NEW MARKETS & GEOGRAPHY**
- ⚫ **BUSINESS STRATEGY & OPERATIONS**

Orium

Managing distinct brands within a portfolio, each with its own identity and target market, while leveraging shared resources.

Managing diverse distribution channels and logistics strategies, including warehouses and stores.

Operating across various business models such as B2B, D2C, and subscription based models.

Managing sales and distribution across online and in-store channels, warehouses, and other locations.

Accommodating various payment methods including credit cards, digital wallets, bank transfers, and buy now, pay later options

MULTI LOGISTICS & SUPPLY CHAINS

MULTI BRAND

MULTI BUSINESS MODEL

MULTIPLE POINTS OF SALE/DISTRIBUTION

MULTI PAYMENT TYPES

MULTI PLATFORM

MULTI-REGULATORY COMPLIANCE & CUSTOMER DATA

MULTI-LANGUAGE, CURRENCY & AUDIENCE

MULTIPLE PATTERNS IN RETAIL

The use of different technological platforms for various business operations, necessitating seamless integration and data consistency.

Ensuring adherence to differing legal and regulatory requirements across regions, including data protection and product standards.

Addressing the needs of a global customer base by offering content geared to regional audiences, support in multiple languages, and transacting in multiple currencies.

Adapting to retail patterns like Buy Online, Pick Up in Store, Buy Online, Return in Store, and Reserve Online, Pick Up in Store, which blend online and offline experiences.