Omnichannel Commerce Success Factors Blog: Data Management and Systems Monitoring and Management
First in a Series

With the movement toward omnichannel commerce increasing, spurred in no small way by the success of omnichannel retailing, many organizations are wondering how to fine-tune their nascent cross-channel efforts. These initiatives are on the increase, with omnichannel retailing accelerating because of innovations offered by such companies as Apple, Nordstrom, Best Buy, and others.

Omnicommerce efforts are catching on in other industries as well. For example, omnichannel banking and omnicommerce payments efforts are on the rise at banks, credit unions, and other financial services organizations looking to offer a unified and consistent user experience across branch, online, mobile, and e-commerce lines of business. Similarly, cross-channel and omnichannel efforts are on the increase throughout the industrial value chain as companies look to make their e-commerce offerings more efficient and effective.

Central to the success of omnichannel commerce is a strong foundation of data management and systems monitoring and management. While data management, and specifically Master Data Management, Condition Monitoring, IT Asset Management, and Application Performance Management may not be top-of-mind for many business leaders, they are the foundation for the success of many omnichannel and omnicommerce deployments.

Most systems available today also offer such features as automatic systems discovery, transaction monitoring, and analytics. These capabilities allow organizations to better meet customer requirements of increased system reliability and reduced equipment downtime. They can also identify and schedule projected corrective maintenance activities prior to failure, and ideally, schedule these tasks during non-peak times.

These capabilities are critical to the success of today's omnichannel retailing, banking, industrial, and similar initiatives. Nowhere is this more evident than in banking, financial services, payments, and billing systems. In addition to requiring comprehensive data management capabilities, these systems require monitoring and diagnostics capabilities for branch, ATM, online, mobile, and point-of-sale networks and devices.

All of this is occurring as increasing complex and interconnected core and channels banking systems are being deployed. These systems require accurate, de-duped, and current data as well as real-time (or near-real-time), 360-degree view of account transactions and engagement to truly meet customer expectations.

System health and availability information is critically important to organizations monitoring network and device availability in light of increasingly stringent service level agreement (SLA)

requirements. Such efforts require real-time management of resources to meet or exceed SLA metrics around system and device uptime and equipment availability. And ultimately, these capabilities help organizations meet (or exceed) customer expectations, as well as creating a positive customer experience that promotes loyal and lasting relationships.

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