



Gain flexibility, scalability and velocity in managing your supply chain.

Dell™ d'Dragon ecommerce business solution



d'Dragon provides just-in-time (JIT) manufacturing and inventory management, tightly integrated with supply chain partners.

Integration and the big picture are keys to a successful ecommerce business

Running a successful ecommerce business is like conducting an orchestra. As the conductor, you need to have an understanding of all of the instruments — the customer buying experience, inventory management, relationships with manufacturers and third-party retail partners, order fulfillment, logistics and customer support, among others. More importantly, you need to make sure all of the different parts are integrated and working together to make beautiful music. This can be a daunting task without the right processes and solutions in place.

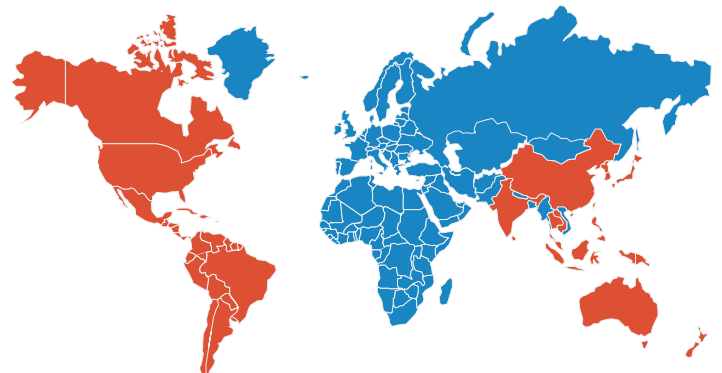
Dell d'Dragon can help you with ecommerce business operations

Powered by Dell, and with industry supply chain best practices, d'Dragon is an all-in-one suite for fulfillment of supply chain processes for medium and large ecommerce businesses. d'Dragon's features and functions support both internal operations as well as collaboration and communication with supply chain partners and customers.

d'Dragon has been the solution supporting Dell's internal supply chain since 2003 and has a footprint in **over 20 countries, including the United States, Japan, Korea, China, Hong Kong, Australia, New Zealand, Malaysia, India, Singapore and Thailand.**

Dell's supply chain and ecommerce pedigree:

- Dell is ranked No. 2 in the Gartner Supply Chain Top 25 for 2011¹
- Dell is consistently ranked No. 1 in manufacturer direct arena²
- Dell's ecommerce business has become one of the key references in worldwide universities' post-graduate research³



Procurement

- Purchase requisition
- Purchase order management

Sales

- Supply chain mix rule engine
- Dynamic customer lead-time management
- End-to-end order tracking management

Inventory

- Available to promise (ATP)
- Self- and vendor-managed inventory management
- 3PL inventory management
- Hub balancing

Warehouse operations

- Kanban management
- 2d/1d barcode operations
- RF scanner operations

Distribution

- Rule engine
- Carries selection
- Transportation management
- 3PL integration

Post sales

- Reverse logistics management

Manage every aspect of your business with d'Dragon

d'Dragon application suite includes applications for customer relationship management, ecommerce platform (Oracle ATG), enterprise resource planning financial management and applications for integration with partners/suppliers. It also helps fulfill the following functions:

- **Business-to-consumer order fulfillment:** Order mix rule engine, direct ship/drop ship, virtual merge/merge in transit, order scheduling, order reservation/allocation, order consolidation, order change/stop ship, third-party accessories
- **Business-to-business order fulfillment:** Single/multiple address delivery, partial/batch delivery, self pick-up, direct ship, third-party direct ship, warehouse receiving mode, virtual pass-through, procurement mix, delivery damage/repair management
- **Transportation management:** Delivery area contour, carrier selection, route plan, box calculation, end-to-end order track/trace
- **Estimated delivery data management:** Estimated/revised/fixed delivery date, factory/warehouse/public holiday management, logistics lead time, expired lead-time management
- **Customized delivery instructions:** Special instructions, asset tagging and labeling
- **Reverse logistics management:** Customer rejections, partial returns management, replacement orders, service tag/PPID reuse, inventory re-use, refurbished inventory
- **Freight billing management:** Freight billing rule engine, reverse logistics freight billing rule engine, 3PL freight maintenance, freight billing history tracking, freight billing query, loss compensation calculation, billing manual adjustment
- **Inventory and warehouse management:** Warehouse and distribution center management, storage location, bin and rack management, ATP, self pick-up service center, sortation hub management, serial-numbered inventory management, vendor managed inventory (VMI), Kanban management

- **Warehouse operations execution:** Supermarket concept, warehouse receiving, wave pull operation, hub balancing, put-away and picking strategies, staging and packaging, RF 2D bar-coding enabler, stock removals, stock movement/replenishment, returns/reject operations, physical/cycle count reconciliation, line haul shipment repackaging
- **Data analytics:** Order fulfillment, inventory signal, freight billing, customer delivery date, exception report handling
- **Documentation printing management:** Wave pull note, advanced shipment notice, inventory transfer notes, 2D/1D box and part labels, freight charges/invoice interface
- **Data exchange management:** Revenue recognition, purchase order (PO), PO batch costing, inventory signals (goods receiving/movement), advanced shipment notice, freight billing/invoice interface, master data adaptor, customer order, order status, 3PL/4PL, supplier information

Dell services for end-to-end ecommerce

Dell also has a full set of services, from strategic planning to information systems execution, designed for the d'Dragon solution to help your ecommerce business reach its potential:

- **Strategy planning:** Feasibility analysis, resources and channel strategic consolidation and integration, planning
- **Operation modeling:** Product/service design, key business process design, organization framework design, business requirement gathering and solution facilitation, performance management planning, IT requirement analysis
- **Information orchestration:** IT application framework planning and design, IT infrastructure planning and design, IT architecture orchestration
- **IT systems implementation:** Oracle® ATG system implementation, d'Dragon supply chain fulfillment implementation, systems and data integration service, systems development and implementation, program management office

For more information about any of our service offerings, please visit Dell.com/services or contact your Dell representative.



Scan or click this code to learn how Dell Services can help your organization.

1. Gartner Supply Chain Executive Conference, June 2011; 2. Citrenz Conference Report, July 2011; 3. The University of North Carolina Research, 2010. Product and service availability varies by country. To learn more, customers and Dell Channel Partners should contact their sales representative for more information. Specifications are correct at date of publication but are subject to availability or change without notice at any time. Dell and its affiliates cannot be responsible for errors or omissions in typography or photography. Dell's Terms and Conditions of Sales and Service apply and are available on request. Dell and the Dell logo are trademarks of Dell Inc. Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and names or their products. Dell disclaims proprietary interest in the marks and names of others.
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