

CASE STUDY

A BOT approach to scaling Manhattan Active Omni OMS operations - from project pod to GCC

Executive Summary

A major retailer was struggling with persistent order-processing issues in its Manhattan Active® Omni (MAO) OMS. Systems Plus built a focused operations pod, removed the root causes of stuck orders through targeted fixes and automation, and made the pod production-ready with proven best practices.

Once the client validated operational stability and readiness, Systems Plus transitioned the same team and operating model into a centralized Global Capability Center (GCC).

The result: immediate remediation, ongoing continuity, lower TCO, minimal churn at handoff, and a repeatable model for scaling across brands and channels.

The pain (why this is a common retail problem)

The retailer's Manhattan Active® Omni (MAO) OMS began experiencing frequent processing bottlenecks. Demand surges, manual approvals, and complex workflows caused orders to stall, leading to delayed deliveries, customer dissatisfaction, and revenue impact.

The urgency of the situation was amplified by the fact that the client did not have the bandwidth to stand up and operationalize an OMS support team at the speed the situation required.

The client needed immediate remediation plus a long-term operating model to consistently ensure such issues did not arise again.

Approach: Hire → Build → Make-productive → Transfer to GCC

Systems Plus deployed a structured four-stage model tailored to Manhattan Active® Omni OMS operations:



Hire & mobilize:

Rapidly assembled and onboarded a pod dedicated to MAO OMS stabilization.



Build & stabilize:

Addressed root causes in workflows and integrations, optimized performance, and introduced automation to reduce manual rework.



Make productive:

Embedded best practices — runbooks, playbooks, observability, and a train-the-trainer approach — to institutionalize knowledge and scale capacity.



Transfer to GCC:

Once stable, the same pod was transferred into a Global Capability Center with continuity, governance, and 24x7 methodology built in.

Outcomes and Benefits



Faster order clearance:

Significant reduction in backlogs and manual escalations.



Improved customer trust:

Timely deliveries reduced cancellations and churn.



No hiring burden:

Systems Plus handled recruitment, onboarding, and training: eliminating the client's need to set up a team from scratch.



Best practices embedded:

Runbooks, playbooks, and automation made the team productive quickly.



Seamless transition:

The stabilized pod became the nucleus of the GCC, avoiding risky handoffs.



Minimal attrition:

Transferring an intact, motivated team reduced ramp-down attrition.



Cost-efficient scalability:

Predictable operating costs and a repeatable model to extend MAO OMS support across other brands.

What was implemented (high-impact actions)

- Automation that clears recurring stuck-order scenarios and reduces manual triage.
- End-to-end observability and targeted alerts to surface issues early.
- Standardized runbooks, escalation flows, and incident playbooks.
- Train-the-trainer and shadowing so new hires become productive quickly.
- Overlap handoff to ensure seamless GCC takeover.

Benefits of the BOT approach



No separate hiring burden:

The client did not have to source, recruit, or manage a new operations team for remediation — Systems Plus handled hiring and onboarding.



No internal training overhead:

Systems Plus delivered training, playbooks, and a train-the-trainer model so the client avoided lengthy internal ramp and enablement effort.



Faster time-to-productivity:

The pod was made productive using proven best practices, so the client benefited. Needed immediate remediation plus a long-term operating model to consistently ensure such issues did not arise again.



Transition only when ready:

The team moved to the GCC after the client validated operational stability and comfort, ensuring a confident handoff.



Lower attrition risk at handoff:

Overlap periods, career-path clarity, and incentive alignment reduced churn during transition.



Predictable costs and lower TCO:

By inheriting a proven pod and toolkit the client avoided duplicate recruitment, long ramp costs, and repeated training investments.



Operational continuity and governance:

The client received a tested operating model, runbooks, and SLAs—minimizing surprises and enabling faster SLA attainment.

Roadmap: Build → Scale → Stabilize → Transition

Build

Onboard team, provision tools, set goals

Scale

Train trainers; ramp operations and automation

Stabilize

Establish 24x7 methodology and validate readiness

Transition

Handover with overlap and GCC acceptance

Key executive takeaways

- Hire the people who fix your problem, then transition them intact to preserve knowledge.
- Build automation and runbooks during stabilization; don't postpone operationalization.
- Use train-the-trainer and an overlap window to scale with minimal attrition and faster SLA attainment.
- Converting a tactical pod into a GCC delivers predictable costs, continuity, and a repeatable roll-out model.

Next Step

Systems Plus can run a short pilot to prove this model on a representative channel, deliver a KT-ready pod, and provide a firm timeline for GCC adoption.

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Founded in 1987 by Mr. Nikunj Jhaveri, Systems+ offers a comprehensive suite of IT services, including Managed GIC services, DevOps, Cloud Consulting, Development and integration support, and SOC/NOC services. We specialize in serving global clients across various sectors such as (but not limited to) Retail, FMCG, Logistics, Manufacturing, and Financial Services. Our approach to service delivery ensures maximum business agility through the integration of cutting-edge technology with legacy systems. With a philosophy of always keeping our customers first and more than three decades of experience in developing disruptive solutions, our perfect play of talent and technology will ensure your business's customized needs are met, and that you #GetITRight.

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