

## Vinculum showcases its retail expertise at IRCE, 2016

The global solutions provider attended the premier eCommerce conference and tradeshow held in Chicago.

Chicago, Jun 11, 2016 – [Vinculum Group](#), a global cloud-based order management, and fulfillment solutions company participated in the [Internet Retailer Conference and Exhibition](#) held from Jun 7 to Jun 10 at Mc Cormick Place West, Chicago.

*According to a recent research, Technologies for customer engagement, effective management of multiple channels of sale, real-time view of inventory & order fulfillment remain the top priorities for eTailers.*

*“Customers have been demanding faster delivery times, and extended ordering window deadlines for next-day and same-day delivery – 31% of shoppers expect expedited shipping options to get orders faster when checking out online and over 45% abandoned a shopping cart due to a shipping time that was too long” says research from UPS & eTailing group.*

Vinculum, represented at the event by Annajee Nott (Founder, Vice President, Consulting), Arvind Sahay (Digital Director – MEA) and Greg Emmert (VP Operations for the Americas) showcased how their SaaS-based product suite enables Multi-channel Order Management & fulfillment, and how the ecosystem participants could overcome these challenges.

Vinculum’s product showcase at the event included software to enable Multichannel Retailing for the eCommerce ecosystem including eTailers, Retailers, Online Marketplaces, and Sellers on these marketplaces and Shipping companies that undertake eCommerce fulfillment.

- [Vin eRetail](#) – A SaaS-based Order management & eCommerce fulfillment suite that enables Multi-Channel Retailing.
- [Vin eRetail WMS](#) – A SaaS-based Warehouse Management software for B-to-B and B-to-C eCommerce fulfillment.
- [Vin PIM](#) – A SaaS-based Product Information Management software that streamlines product information coming from multiple sources & provides consistency across all sales channels enabling organizations to offer customers a great shopping experience.

These products have found a worthy mention in **Gartner**. **Vin eRetail** was featured as a Marketplace & Multichannel Integration Platform in Gartner’s Digital Commerce Vendor Guide for 2016. Additionally, **Vin eRetail** was recognized as one of the global software providers in **Gartner’s** Market Guide for DOM systems. In 2015, Gartner’s Market guide for Warehousing and Fulfillment Application Vendors featured **Vin WMS**. **Vin MDM & Vin PIM** were mentioned in Gartner’s Magic Quadrant for product and customer data solutions in 2012, 2014, and 2015.