Industries everywhere are in flux. Manufacturers are vertically integrating. Wholesale distributors face disintermediation. Retailers routinely rely on promotions in a hyper-competitive market. As a result, profitability is often sacrificed simply to acquire and retain customers. Meanwhile, customers are becoming more empowered through greater visibility and a more diverse marketplace.

In many cases, decreased profitability is an unnecessary trade-off—the result of a lack of process integration among corporate departments, across the extended enterprise, and very often between the supply chain division’s own warehousing and transportation teams.

Profitability is often sacrificed simply to acquire and retain customers. Meanwhile, customers are becoming more empowered.
Get Closer to Your Customer—Profitably

Achieving sustained revenue growth has never been more difficult, or more complex. The digital revolution has lowered switching costs by making smaller companies more visible and accessible with less investment. The result is customers wielding greater power in every market vertical. In this new reality:

- Retailers are increasing selling and delivery choices, improving inventory availability and lowering prices to compete against pure-play online entrants.
- Manufacturers must differentiate their brands and increase customer mindshare, causing a push into wholesale and direct-to-consumer channels.
- Wholesale distributors are caught in the middle, squeezed on price and volume while service level expectations grow among their customers.
Why Manhattan?

In all of these scenarios, sales divisions are under pressure to connect with customers and increase loyalty. But better supply chain capabilities help, without making sacrifices in efficiency and cost reduction:

**Manufacturing**
- Drop-shipping or fulfilling direct in smaller quantities allows manufacturers to build better relationships with retail customers and end consumers.
- Being able to quickly scale up distribution in sync with production improves competitive positioning in the face of demand that can vary widely.

**Wholesale**
- Increasing throughput across the existing distribution network allows wholesalers to improve order fill rates and service levels while delaying big capital expenditures like facility and equipment investments.
- In addition, wholesalers can cater to smaller customers at a more optimal cost point and provide omni-channel-like services with greater product selection.

**Retail**
- Enabling more flexible direct-to-consumer fulfillment at the lowest possible cost lets retailers capture hidden demand without increasing investment.
- By better balancing supply chain operations across direct and retail divisions, retailers can become agile enough to respond quickly to shifting customer preferences.
The Rise of Supply Chain Convergence

In each of these industries, the importance of bridging functional gaps between warehousing, transportation and the extended enterprise has never been greater. Convergence of processes among these divisions allows for a more responsive operation, as well as opening the door to increased profitability:

- With exponential growth and the proliferation of fulfillment methods and selling channels, retailers are increasingly reliant on their trading partners—parcel and common carriers, suppliers, 3PLs—to support the scale of operations needed to compete. This requires close collaboration through the exchange of granular data and an understanding of total cost to serve.

- Dramatic spikes in demand caused by cross-channel promotions and viral products means the need to ramp up and down quickly is critical—a set of challenges that requires coordinated planning of inbound and outbound transportation, more nuanced warehouse labor management and the ability to adapt quickly to changing order profiles.

- For manufacturers, being able to tightly control the flow of raw materials into the production facility requires tying together inbound visibility, timely transportation execution, close control over yard operations and detailed management of the dock-to-stock process.

- Similarly, better management of outbound finished goods distribution prevents expensive work stoppages and higher carrying costs.

- Scheduling appointments for inbound and outbound equipment, when closely coordinated with warehouse packing personnel, shipping departments and fleet operators, allows the three largest sources of distribution cost—labor, freight and inventory—to be tightly controlled.
Suite Components
Manhattan’s Supply Chain solutions have been architected to break down silos and allow the supply chain to serve top-line growth without sacrificing bottom-line performance.

Distribution Management
- **Warehouse Management**
  Advanced control of warehouse operations in receiving, shipping and inventory management.
- **Labor Management**
  Improved workforce productivity, pace, utilization and engagement.
- **Slotting Optimization**
  Strategically positioned item locations based on trends and seasonal variations in fulfillment.
- **SCALE**
  End-to-end distribution management capabilities, purpose-built for rapid implementation.
- **Billing Management**
  Streamlined cost calculations and invoicing for 3PLs.

Transportation Management
- **Transportation Procurement**
  Comprehensive contract sourcing to secure better capacity and rates.
- **Transportation Planning & Execution**
  Manage the planning for all modes and routes and work with fleet operators to execute with real-time visibility.
- **Audit, Payment & Claims**
  Converting data from multiple sources into a single database of audited freight invoices.
- **Carrier Management**
  Comprehensive driver-to-load assignment, en-route swapping, profitability analysis, fuel optimization and route planning.

Supply Chain Convergence
- **Supplier Enablement**
  Real-time communication between distribution staff and suppliers.
- **Hub Enablement**
  Visibility into receipts and shipments from hubs and 3PLs.
- **Appointment Scheduling**
  Ability for carriers and suppliers to ‘self-schedule’ warehouse delivery and pickups.
- **Yard Management**
  Granular visibility and task-based control of yard operations.

Visibility
- **Supply Chain Event Management**
  Automated monitoring of supply chain events with real-time notifications.
- **Supply Chain Visibility**
  Roles-based access to inventory, orders and shipments across the network.
- **Supply Chain Intelligence**
  Business intelligence for end-to-end supply chain operations.
- **Total Cost to Serve**
  Analysis of product costs from point of purchase to the point of sale.
“Urban Outfitters obtained a significant return on its investment with Manhattan solutions. We achieved increased productivity and supply chain visibility along with improved collaboration with trading partners and product flow.”

URBAN OUTFITTERS