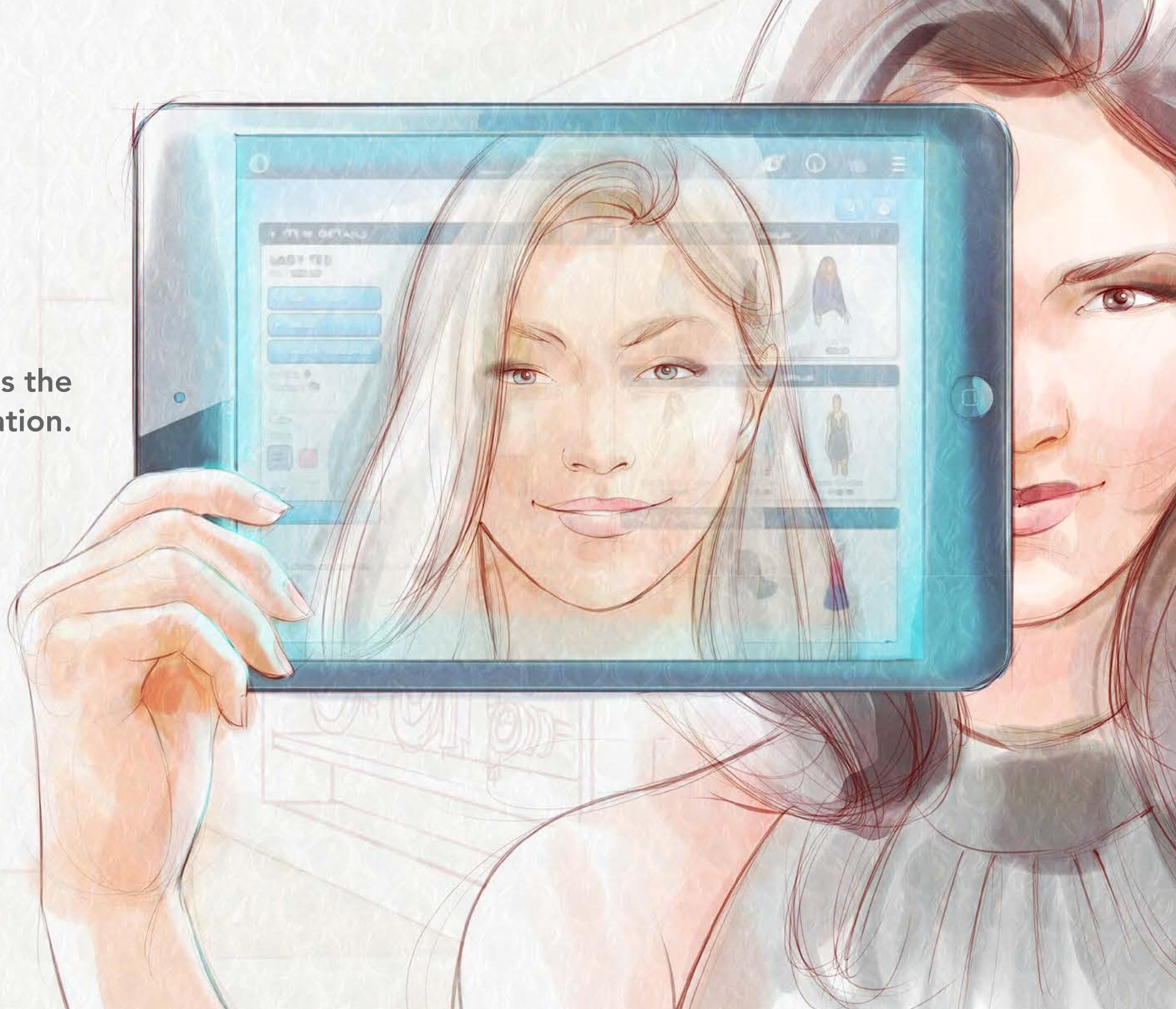
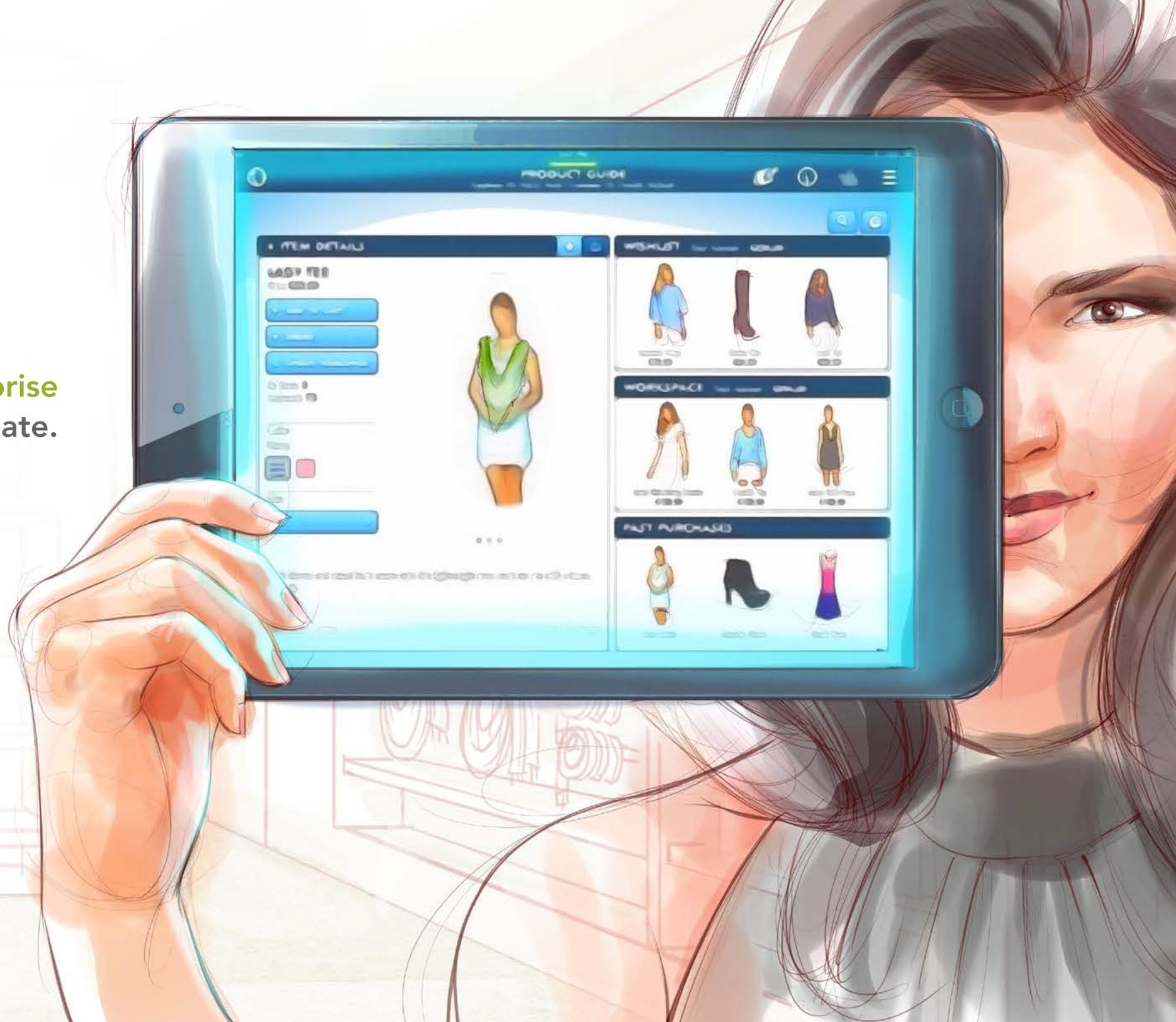


**in person** is the  
new personalization.



introducing the **enterprise**  
store associate.



## TIME TO LEVEL THE PLAYING FIELD.

The digitally-enabled customer has upped the ante on what today's store associate needs to deliver. As long as a shopper's smartphone can provide greater access to the information she cares about—extended assortments, inventory availability, purchase history, personalized recommendations, wishlists, cross-channel transactions, fulfillment status—than an associate's legacy technology, the store will remain at a disadvantage to the online channel.

Beyond keeping up with the customer, today's store associate needs to play a greater variety of roles than ever before:

**ENTERPRISE SALESPERSON.** To match wits with the webstore, an associate needs to be able to see a customer's complete online and offline transaction history. Knowing who the customer is and how she shops allows for a tailored in-person shopping experience. With access to inventory availability across stores, fulfillment centers and suppliers, an associate can effectively become an enterprise salesperson—able to sell any item anywhere in the network, not just in the store. And being able to bring the enterprise sales experience out onto the store floor—rather than pulling a customer over to the cash wrap—creates a more meaningful, immediate interaction with the customer.

**OMNI-CHANNEL CUSTOMER SERVICE AGENT.** Like a call center rep, a store associate needs to facilitate cross-channel returns and exchanges. Providing visibility to order status and being able to service the order creates a seamless customer care experience across channels.

**EFFICIENT FULFILLMENT SPECIALIST.** Store-based fulfillment flows—in-store pickup, same-day delivery, ship-from-store, ship-to-store, store inventory management—require an associate to take on complex new responsibilities. These flows introduce the need for a completely new set of technologies in the store. And yet, these technologies need to be woven into the fabric of a store associate's evolving selling and service tasks.

**A Platform for the Omni-Channel Store.** These new responsibilities require a dramatically new set of tools that address the full set of needs of the modern store associate—and ultimately, the modern store shopper.

We've developed the industry's most comprehensive store solution suite to serve the evolving needs of the enterprise store associate. Built on the foundation of the industry-leading Enterprise Order Management, Manhattan's Omni-Channel Local solutions bring the personalization, convenience and agility of the online channel to the store floor.

**LET'S TAKE A LOOK.**

CLIENTELING  
POINT OF SALE  
STORE INVENTORY  
STORE FULFILLMENT  
TABLET RETAILING



## CLIENTELING

A customer walks into your store and asks for recommendations to accessorize a previous purchase. Only problem: her previous purchase was online, and your legacy store systems don't have a consolidated view of her transactions. Your store associate needs quick access to a

customer's previous purchases, her buying patterns, and—because she's expressed the desire to grow her relationship with your brand—the ability to continue the interaction after she leaves the store.

**Manhattan's Clienteling** solution helps your store associate deliver a personalized selling and service experience to your customer with appointment scheduling, a holistic view of her purchases and returns across channels, and views into her online wishlist and shopping cart.

Leverage your digital store assets and sell your extended aisle assortment directly from a mobile device—turning your store associate into a trusted advisor.



## POINT OF SALE

A customer who wants to buy an item in your store is also looking to purchase an item you only sell online. In this situation, how much information can your store associate give the customer about the online item? Can the customer view a consolidated, cross-channel

catalog? And if the purchase takes two separate transactions, what's the likelihood the customer may opt to purchase elsewhere? How do you allow your store associate to engage the customer and convert the sale—both online and in-store—with a frictionless purchase experience?

**Manhattan's Point of Sale** solution enables your store associates to 'sell the network' by placing orders for pickup in store or expedited shipping—even as a seamless extension of the clienteling process. Perform checkout anywhere on the store floor, on a mobile device or

at a cash wrap. Accept all tender methods securely and perform omni-cart/single-swipe transactions during checkout. Remove every obstacle your store associate faces in converting the sale.



## STORE INVENTORY

Effective omni-channel selling requires having a better handle on how much you have available to sell across your network. And profitable execution means making inventory management a top priority—particularly in the store, where

inventory accuracy is hit-or-miss. At the same time, you need to avoid burdening your store associates with new work that takes away from customer interaction.

**Manhattan's Store Inventory** solution improves inventory accuracy with mobile-based receiving, cycle counting and inventory adjustment capabilities. As the perpetual system of record for store inventory, the solution can publish store inventory

events real-time to merchandising and financial systems—and because it's part of Manhattan's comprehensive omni-channel platform, you can use detailed inventory attributes to determine how much to make available to sell in other channels.



## STORE FULFILLMENT

Ship-from-store and in-store pickup have transformed the store associate's role forever. The challenge: you need to minimize the time required to fulfill orders to maximize time spent with in-store customers.

And, given how new and complex these tasks are, your store associates need a simple solution that is easy to learn, yet capable enough to handle the most advanced workflows.

**Manhattan's Store Fulfillment** solution enables associates to quickly ready orders for pickup and shipment with little to no training required. The solution produces all required shipping documentation, including carrier-compliant shipping and

return labels. Store associates can perform batch picking to improve efficiency and enable dynamic order prioritization to improve customer service.



## TABLET RETAILING

You have two audiences you need to share content with.

Your customers need a way to view product information across channels in a visually engaging, interactive format—with an experience a mobile phone can't deliver.

Your store associates need a way to interact with corporate content such as training materials and guidebooks. You need a way to satisfy them both.

**Manhattan's Tablet Retailing** solution allows you to quickly and easily publish digital assets to your

stores on nearly any size screen. Your customers can browse your extended aisle catalog on a large touchscreen enhanced with promotional materials like look books and video. Using the same software, your associates can access the latest merchandising style guide, watch a training video,

or reference a plan-o-gram on a smaller device. Manage your content centrally via a web interface, and customize your content down to the store or function. If you've got the asset, we've got an easy way to put it in the hands of your customers and store associates.



## START ANYWHERE

**Manhattan's Omni-Channel Local** solutions are built on the foundation of our Enterprise Order Management application—modern retail's system of record for customer transactions, inventory and execution across the network. This allows you to start anywhere on your store

modernization roadmap—whether you're adding Mobile POS to enhance the checkout experience, incorporating clienteling to increase selling opportunities, or expanding store fulfillment for better inventory utilization.

Together, these solutions offer the most comprehensive store selling, service and fulfillment suite on the market—allowing you to build your roadmap on a common set of technologies to lower total cost of ownership and increase speed of deployment.

The enterprise store associate has arrived.

**READY TO START WHEN YOU ARE. WE'RE READY TO HELP.**



© Manhattan Associates. All Rights Reserved.

[manh.com](http://manh.com) | [manh.com.mx](http://manh.com.mx) | [manh.co.uk](http://manh.co.uk) | [manh.com.fr](http://manh.com.fr) | [manh.nl](http://manh.nl) | [manh.com.au](http://manh.com.au) | [manh.cn](http://manh.cn) | [manh.co.jp](http://manh.co.jp)