

MANHATTAN ACTIVE™
SOLUTIONS



**PUSH
POSSIBLE®**

SEAMLESS SOLUTIONS THAT PUSH POSSIBLE®

IT'S NOT JUST TECHNOLOGY that is moving faster. The nature of relationships between retailers and customers, warehouses and associates, and carriers and shippers is experiencing evolutionary shifts. Slowing down isn't an option. Your enterprise must remain active.

Consider what's already here or coming soon:

New ways to shop and new places to sell

Facebook's 1.71 billion active monthly users can pay for items through a "buy" button via its messaging service¹, with transactions aided by bots powered by artificial intelligence. To make the most of this technology, retailers need to consider it in their customer service and inventory availability capabilities.

Millennial disposable dollars on the upswing

Forming nearly a quarter of the U.S. population, millennials have spending power that is expected to rise significantly over the next 10 to 20 years². They seek out shopping experiences that are tailored to their digital-first, mobile lifestyle.

Store-based fulfillment growth

Ninety percent of retailers expect store-based fulfillment to account for up to 35 percent of order volumes, with 80 percent of retailers enabling 80 percent of their stores to handle fulfillment³.

Transactions with promotions rising

Based on an analysis of \$4 billion in online retail transactions, the number of U.S. receipts that included promotions jumped 79 percent in a one-year period.⁴ More promotions make inventory planning more complex and make the inventory analyst's job more challenging.

Consumerization of commerce for B2B and wholesale

B2B e-commerce will be a \$1.13 trillion market by 2020 in the U.S. alone⁵, and brand manufacturers are seeing 20 to 30 percent annual growth in their direct-to-consumer channels.

These trends point to an environment of greater price competition, the need for more inventory availability and control, and an expectation for faster fulfillment speeds. It means your enterprise needs to pivot its point of view.

And that's why we offer Manhattan Active™, a stream of capabilities you can step into in any place or at any time. Manhattan Active Solutions can be used in concert or discretely, and they allow you to make connections between functions where they didn't exist before—opening up new opportunities for you to Push Possible®.

Manhattan Active Solutions allow enterprises to optimize large and complex operations, adapt to market and demand changes, and iterate and innovate with speed. By using our solutions, your enterprise has technology that is continuously adaptive, always current, and seamlessly interconnected.

WHY "ACTIVE?"

When an enterprise is active and able to compete in a world that prioritizes prices, product availability, and speed, it has a competitive edge. It need not start from scratch when it's time to deploy a new approach, iterate a process to make it more efficient, or adapt when it finds itself among new competitors.

In retail, customers have ubiquitous access to products online with virtually limitless choices; many of today's shoppers fuse together in-store and online shopping experiences. While traditional brick-and-mortar retailers are experiencing competitive threats from pure-play digital sellers, modern shoppers are proving through their actions that online doesn't serve all of their needs. Indeed, digital-only merchants are experimenting with physical stores, and physical retailers are experimenting with new store formats and improved digital capabilities. Physical and e-commerce retailers alike are striving to offer distinctive selling and engagement experiences to their customers.

Beyond retail, finished goods manufacturers and wholesale distributors are experiencing the consumerization of their industries. Their customers have grown accustomed to digital advancements in their everyday lives and are starting to expect greater convenience and improved service from suppliers and partners. Using solutions that provide agility, an enterprise-wide approach, and customer centricity, these companies can place themselves on a firmer footing for today and Push Possible® for tomorrow.



MANHATTAN ACTIVE™ INTEGRATION PLATFORM

Manhattan Active Solutions enable a single view of the customer and orders—along with a single view of inventory—using a common integration model enterprise-wide. In this way, stores, customer service, and distribution don't require separate platforms or solutions that are disconnected from one another to achieve business goals.

Anyone who needs it can get the same rich view of actionable information. This gives organizations a single version of the truth, whether it's inventory positions, customer orders, or supply chain intelligence.

Manhattan delivers on this promise by offering solutions that are continuously adaptive, always current, and seamlessly interconnected. A variety of deployment options allows them to be put into operation flexibly (public cloud, private cloud, managed/hosted, multi-tenant, or on premise) to serve an array of needs, capabilities, and budgets. Because of the rapid rate of innovation and iteration happening in retail, our Manhattan Active™ Omni solutions are cloud-native and version-less with continual updates.

ALWAYS CURRENT

Take advantage of the latest capabilities, security best practices, and infrastructure technologies as soon as they're developed. This allows you to introduce new processes and features to your customers on an ongoing basis, without having to wait for the technology to catch up with your decision making. And, you don't need to sacrifice your software extensions to stay current, since they are tested to ensure they work with the next version of a solution.

SEAMLESSLY INTERCONNECTED

Every application leverages a single view of the customer, access to full network inventory, and end-to-end supply chain and fulfillment execution. Data that could benefit other parts of the organization doesn't get locked inside a silo. As a result, every touchpoint has access to the same information across selling, service, fulfillment, and customer engagement functions so that you can move with more agility.

CONTINUOUSLY ADAPTIVE

Manhattan Active Solutions support constant iteration, constant optimization, and constant innovation. They use your enterprise data to learn and make better decisions over time. In addition, they flex to support the needs of your industry and organization.



MANHATTAN ACTIVE™ SOLUTIONS

Manhattan Active Solutions optimize operations for selling, customer service, fulfillment, and distribution to increase revenue and profitability. Together, they enable seamless integration of physical and digital retail, inventory, and distribution across the enterprise — and empower your team to Push Possible.®



MANHATTAN ACTIVE™ OMNI

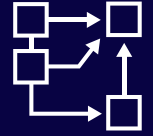
Manhattan Active Omni is the first of its kind, engineered for an omnichannel world and built to deliver on the customer experience promise. Born in the cloud, Manhattan Active Omni is a comprehensive portfolio of solutions and services that is always current and is fully extensible.

OMNICHANNEL COMMERCE

Manhattan Active Omni shatters the boundaries between channels. Capabilities are universal and available to any team member, in any location, at any time—with one application. Manhattan Active Omni gives your team command of every aspect of omnichannel operations—at headquarters, in the contact center, or in the store. Everyone has the same holistic view of customers and their transactions, regardless of channel, with built-in case management, social listening, and communication capabilities.

Fine-grained tools for inventory visibility and availability across the enterprise keep customers satisfied and coming back. And store features like point of sale, clienteling, and fulfillment actions are available in a mobile app or via a web browser. Because our Omni solutions are cloud-native, you get the newest features as soon as they are available, with automated scaling for peak demand; allowing you to continue innovating when your competitors are locking down their systems for the holiday season.





MANHATTAN ACTIVE™ INVENTORY

Whether you're a retailer or a wholesale distributor, Manhattan Active Inventory ensures you get the right amount of product to the right place at the right time. Underpinned by Manhattan's best-in-class algorithms for inventory forecasting and planning across multiple echelons, our Manhattan Active Inventory solutions allow you to model changes in real time. Sales and Operations Planning (S&OP) process integration empowers inventory analysts to adjust the inventory plan in one fluid, aggregate motion when resource or financial constraints drive the need for change.

FORECASTING & REPLENISHMENT

Forecasting & Replenishment provides the industry's most sophisticated approach to multi-echelon inventory optimization, ensuring the least total network inventory required to achieve sales and service performance goals. Demand Forecasting capabilities provide advanced approaches to managing safety stock investments and immediate insights into expected demand.

PLANNING

Our Planning solutions provide an end-to-end planning approach built for today's omnichannel retailer—at the global, regional, category, item, and store levels. Designed to maximize productivity of the planning organization by reducing time spent gathering and analyzing data, Manhattan's Planning solutions facilitate all of your pre-season and in-season planning needs.

MANHATTAN ACTIVE™ SUPPLY CHAIN

Manhattan Active Supply Chain solutions allow you to deliver beyond expectations by innovating and optimizing complex distribution and transportation operations with actionable visibility across the supply chain.

DISTRIBUTION

Manhattan Distribution solutions allow you to boost warehouse productivity, equipment efficiency, and employee engagement, with the responsiveness to adapt to expected or unexpected demand increases and decreases. Get employees up to speed faster, and help managers and supervisors be more effective with distribution center technology that's as easy to use and as flexible as a smartphone app.

TRANSPORTATION

Transportation provides a single, comprehensive logistics solution set designed to support the entirety of an organization's shipping needs, regardless of mode, geography, or channel. The solution allows transportation modeling, enables fleet optimization and dispatch, provides deep parcel and courier support, and merges transportation and distribution operations in a single logistics system.

EXTENDED ENTERPRISE

Extended Enterprise is architected to foster closer collaboration—across departmental boundaries and with suppliers, carriers, 3PLs, and other trading partners—so your supply chain can help drive top-line growth without sacrificing bottom-line performance.

Manhattan Active Solutions seamlessly integrate brick and mortar with digital retail, inventory, and distribution across the enterprise.

MOVE TO GET ACTIVE

From systems implementations and customer support to education and hardware needs, Manhattan Associates offers unparalleled industry expertise to help you Push Possible.® Our highly skilled teams assist you in minimizing the risk of transformative projects, while maximizing ROI.

Manhattan MOVE is our slate of services, support offerings, and community opportunities designed to keep your enterprise continually ready to adapt. It includes expertise and enriched services to optimize your investment at every touch point. Manhattan MOVE teams deliver broad-based industry perspectives, best practices, specialized product knowledge, planning, execution, training, on-call assistance, and more.

Manhattan MOVE consists of:

Services

With each new customer, Manhattan is embarking on a partnership. It's our responsibility to ensure we provide a framework for our customers so that the right resources are focused on creating a foundation for success. Our Results-Driven Performance Methodology is the facilitating process within Manhattan MOVE for promoting excellence in all aspects of customer engagements. It ensures phased, systematic, and measurable adoption.

DevOps

Centered on our Manhattan Active™ Omni cloud solutions, our DevOps team accelerates speed to deployment for features, functions, and fixes. Our R&D teams have a DevOps culture, with a high degree of collaboration and integration between development, operations, and testing teams. In this way, building, testing, and releasing software can happen rapidly, frequently, and reliably, giving you access to more innovation and capabilities at a fast pace.

Support

After implementation, the Manhattan Customer Support Organization (CSO) provides ongoing services so your solutions and operations run smoothly, 24x7. Our CSO team works hand in hand with you to continually achieve and increase your ROI through a range of services and capabilities, which include yearly peak readiness assessments, as well as proactive technical and business audits.

Application Managed Services (AMS)

With AMS for Manhattan Active Supply Chain and Manhattan Active Inventory, we run software in the cloud on behalf of our customers. A team dedicated to AMS helps ensure that applications operate continuously and can add or reduce capacity as needed.

Training

Our leading-edge certification and training paths are designed to equip you with the expertise to build competence in Manhattan solutions and create significant value for your organization. Training and certification programs are tailored for specific roles and empower team members to become known as experts.

Change Management

Our Change Management services help you evaluate and optimize your organizational structure, processes, and incentives to get the most out of your Manhattan Active Solutions.

Executives, managers, and employees all benefit from new, advanced leadership skills that address the unique needs for change at all levels of your organization.

Research & Development

We tackle many customer and industry-specific challenges head on, with a long-term, forward-looking commitment to our customers. Dedicated to product excellence and innovation, we invest more than \$50 million annually in research and development.

Hardware

Manhattan OneSource provides a single point of contact for infrastructure needs, including installation and integration with existing systems. This approach enables you to manage all aspects of your project—from equipment procurement to training—with just one provider.

More than 85 percent of our workforce is focused on our customers. Each associate—from R&D to account management and services—is there to assist you from design to deployment and beyond to ensure success.

Industry Expertise

From systems implementation and customer support to education and hardware needs, Manhattan Associates offers unparalleled industry expertise. Our highly skilled teams assist you with minimizing the risk of transformative projects, while maximizing your ROI. More than 85 percent of our workforce is focused on our customers. These teams in our R&D, account management, and services organizations are able to assist you from design to deployment and beyond.

Product Councils

Brainstorm with like-minded peers and Manhattan product managers to help drive new functionality that supports your business needs. We take our customers' feedback seriously and dedicate a significant portion of our R&D budget toward improvements and next-generation ideas, as identified during our Product Councils. More than 800 members participate in these groups, which meet either monthly, quarterly, or annually.

Momentum Conference and Exchange Events

Manhattan's Momentum Conference is an annual, global event that brings together customers, partners, and industry experts to explore best practices, the latest industry trends, and product updates. You will see our community come alive as you participate in the incredible networking opportunities that include direct access to the Manhattan leadership team. Manhattan Exchanges are regional events that offer an opportunity to network with peers, analysts, and experts on the latest trends in your industry.

If your customers look different today than they did yesterday, can you afford to still look the same?

Active enterprises never have time to stop. They see the possibilities and initiate change when it's needed. And while change isn't always easy, it can go more smoothly with the right partner and solutions in place.

At Manhattan Associates, we've been in the efficiency optimization business for more than a quarter century, solving problems and working with our clients to push commerce forward. Yet we never stop relentlessly pursuing innovation to help our clients move beyond the obstacles that stand in their way. We have designed our Manhattan Active™ Solutions to bring you closer to transportation, distribution, inventory, and, most importantly, your customers.

We're in the business of helping you Push Possible® to seize the opportunities ahead.

READY TO GET ACTIVE? MANHATTAN ACTIVE™

Learn more at manh.com.



Endnotes

¹ ZDNet

² KPCB Internet Trends 2016

³ Inbound Logistics

⁴ The Wall Street Journal

⁵ Forrester Research

MANHATTAN ACTIVE™ SOLUTIONS

ALWAYS CURRENT

SEAMLESSLY INTERCONNECTED

CONTINUOUSLY ADAPTIVE



MANHATTAN ACTIVE OMNI

OMNICHANNEL COMMERCE

ORDER MANAGEMENT
CUSTOMER ENGAGEMENT
POINT OF SALE
CLIENTELING
STORE INVENTORY MANAGEMENT
STORE ORDER FULFILLMENT



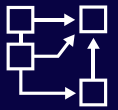
MANHATTAN ACTIVE INVENTORY

FORECASTING & REPLENISHMENT

DEMAND FORECASTING
REPLENISHMENT
VENDOR MANAGED INVENTORY
MULTI-ECHELON
SALES & OPERATIONS PLANNING

PLANNING

FINANCIAL PLANNING
ASSORTMENT PLANNING
STORE PLANNING
STORE CLUSTERING
ITEM PLANNING
PROMOTIONAL PLANNING



MANHATTAN ACTIVE SUPPLY CHAIN

DISTRIBUTION

WAREHOUSE MANAGEMENT
LABOR MANAGEMENT
SLOTting OPTIMIZATION
BILLING MANAGEMENT

TRANSPORTATION

MODELING
PROCUREMENT
PLANNING & EXECUTION
FLEET MANAGEMENT
AUDIT, PAYMENT & CLAIMS
CARRIER MANAGEMENT

EXTENDED ENTERPRISE

SUPPLIER ENABLEMENT
HUB MANAGEMENT
APPOINTMENT SCHEDULING
YARD MANAGEMENT

EVENT MANAGEMENT / VISIBILITY / INTELLIGENCE

MANHATTAN ACTIVE INTEGRATION PLATFORM