

MANHATTAN ACTIVE™
PLANNING



COMPREHENSIVE ENTERPRISE PLANNING, IMPROVED PROFITS

Every enterprise does some type of planning, regardless of which vertical they're in and whether they sell B2B, B2C or both. These planning activities could include setting top-down financial objectives for the year, modeling the revenue and GMROI impact of new store openings, sales for next season's merchandise, or even the promotional activities expected to execute next quarter. Each planning process has its own unique time tables, objectives and expectations.

A SINGLE VERSION OF YOUR INVENTORY STRATEGY

That's why Manhattan's Planning solutions span a broad range of capabilities, each architected to ensure your enterprise has a holistic view of all aspects of your inventory strategy. Designed to maximize productivity of the planning organization by reducing time spent gathering and analyzing data, Manhattan Planning solutions facilitate all your merchandising, pre-season and in-season planning processes.

UNIQUELY PLAN EACH CHANNEL, AUTO-RECONCILE BACK TO THE ENTERPRISE

Today's retail planning has to consider multiple, complex dimensions. In addition to the typical product, location and time hierarchies, nearly all pertinent business metrics vary by channel. In the past, channels were modeled as "dummy" stores. With Manhattan Planning, channels are distinct entities — each with their own metrics which can be planned as needed — while ultimately aggregated back to the total company level.

FORECAST WHAT'S KNOWN, PLAN WHAT'S NOT

Manhattan Planning solutions optionally combine with other components of Manhattan Active™ Inventory so that retailers can efficiently leverage optimized demand forecasting, replenishment and collaborative planning processes. Our solutions are continuously adaptive, always current and seamlessly interconnected. What's the end result? Your enterprise enjoys improved profitability by increasing sales, margins and turns, while reducing markdowns and optimizing inventory.

SOLUTION COMPONENTS

Manhattan Planning provides an end-to-end enterprise planning approach built for today's omnichannel retailer – at the global, regional, category, item and store levels. Whether you're planning pre-season, in-season or upcoming promotions, your team will be ready to make the best decisions. The solution includes:

- **Financial Planning** that provides enterprise-wide visibility to set corporate objectives, track performance, refine forecasts and reevaluate performance assumptions
- **Assortment Planning** to achieve the right mix of products in every category and for every channel
- **Store Planning** to execute granular planning at the store location level
- **Store Clustering** to intelligently group locations together based on key performance metrics
- **Item Planning** for efficient and accurate planning at the item level
- **Promotional Planning** to manage the end-to-end process of creating, forecasting and planning promotions



FINANCIAL PLANNING

Multi-channel selling formats, segmentation of critical customers, intense global competition and volatile demand patterns make the merchandise planning process more challenging than ever. To determine the right product mix, your solutions require the flexibility to support top-down and bottom-up planning for every part of the business, at any given time.

GRANULAR ANALYSIS FOR THE MOST VALUABLE PORTIONS OF YOUR ASSORTMENT

Manhattan Financial Planning enables an iterative process of setting top-down sales and inventory targets, tracking performance, refining forecasts and reevaluating assumptions. Planners can develop category-level plans by channel, with key performance metrics specific to your business, while taking into account historical and planned assortment mix.

Simulating what-if planning scenarios to predict the impact of changing trends means your team makes better decisions — and has the foundation to achieve the right mix of merchandise to satisfy both customers and meet profit and revenue goals.

Features + Functions

- Plan top-down or bottom-up, pre-season or in-season, across multiple channels
- Gain enterprise-wide visibility to actual, plan and forecast performance metrics across multiple levels of the organization
- Determine and track category mix, open-to-buy and inventory flow for pre-season and in-season
- Use intuitive, step-by-step workflows, with dynamic orientation of worksheet views
- Spread (i.e. aggregate/disaggregate) metric modifications up and down the hierarchy
- Include attributes to plan based on customer preferences

ASSORTMENT PLANNING

Keeping customers happy and delivering the products they want across all channels is your mission. In today's omnichannel world, consumers expect a consistent experience, no matter where they shop. And they expect a product mix that is tailored to their specific needs, in each local market.

Manhattan Assortment Planning provides the ability to plan and execute assortment strategies within and across channels while maintaining the unique attributes of each selling channel.

HOLISTIC ASSORTMENTS THROUGH CHANNEL-SPECIFIC PLANNING

With Manhattan Assortment Planning, your team can use channel-specific metrics, structures, attributes and methodologies to optimize the pre-season assortment planning process, providing the flexibility to configure attributes for any channel — including store, web, catalog and wholesale. This highly visual and intuitive approach ensures the assortment designed is one that perfectly meets your customers' demands.

Features + Functions

- Build assortments using unlimited attributes to account for customer preferences, space availability, display criteria and open to buy
- Filter and tailor assortments dynamically based on customer preferences
- Analyze best sellers from previous or similar assortments
- Use any number of configurable attributes to develop the right assortment mix in each channel
- Synchronize assortment information with time-phased Item Planning to plan and track items using multiple metrics
- Tie attribute mix and initial forecasts to target assortment strategy and financial goals

STORE PLANNING

For retailers, planning and constantly monitoring year-over-year store performance is a critical part of running the business. Store planning enables retailers to continually assess which stores are performing at levels that help achieve the overall corporate objectives established during financial planning. Store planning also becomes a key factor when considering new store openings, store closings and relocations.

PLAN AND MONITOR YEAR-OVER-YEAR STORE PERFORMANCE

With Manhattan Store Planning, your teams can effectively model expected sales and inventory across a diverse store topography. Our solution allows you to quickly and easily plan based on unique store attributes. This ensures the utmost flexibility to view and manage the business using the metrics and store characteristics that are most important to you.

With Store Planning, new stores can be modeled based on like-store history, considering store opening dates.

Features + Functions

- Support planning at any level of the location hierarchy
- Define location hierarchies, including district, region and store
- Time-phase plans to determine optimum inventory and receipt flow
- Plan new stores even before their exact locations are identified
- Pivot and morph worksheet capabilities to help speed the planning process
- Include optional attributes to plan based on customer preferences

STORE CLUSTERING

In today's competitive retail environment, tracking customer shopping patterns down to the store level is a critical, but often herculean, task. Planning, for even a mid-sized chain, requires clustering to manage stores in a practical way.

PLAN WITH INTELLIGENT, METRIC-BASED GROUPINGS OF STORES

With Manhattan Store Clustering, your team can develop assortments and plans that align with customers' preferences, no matter where they shop. Our solution intelligently groups similar locations by performance, size, climate, customer demographics, store format or other characteristics and incorporates them into the plan. As a result, you can more accurately predict demand by store — and ensure that assortments are targeted to the right customer for every merchandise category.

Store Clustering also provides capabilities to manage location attributes that can be applied within clustering and used across all planning processes. As a module in Manhattan's planning suite, Store Clustering helps you build and manage financial plans, assortment plans, item plans and promotion plans by cluster. That makes it easier to closely align processes with customer demand and optimize inventory in every store.

Features + Functions

- Define each cluster set based on as many metrics as you wish
- Set clustering rules using combinations of performance metrics and attributes
- Create a hierarchical structure for your store groups
- Apply different clustering logic by merchandise category



ITEM PLANNING

As every planner knows, the biggest opportunity can lie in the smallest detail. Getting to that information is as important as staying in sync with changing customer demands and market forces. Yet, planning at the item level overwhelms many systems. In an omnichannel market, with millions of potential SKU and channel combinations, a more powerful solution is required for efficient, accurate item planning.

GRANULAR ANALYSIS FOR THE MOST VALUABLE PORTIONS OF YOUR ASSORTMENT

Manhattan Item Planning helps your team plan and forecast key performance metrics down to the individual product. With an intuitive workflow and user-definable views, it's easy to plan across multiple levels of the merchandise hierarchy and focus in on key items.

The comprehensive capabilities of our planning suite make it easy to tie bottom-up item plans to top-down category plans in Manhattan Financial Planning to ensure performance goals remain realistic. Item, financial and promotional planning all work together to better manage product lifecycles, reducing the risk of markdowns and increasing sales and margins.

Features + Functions

- Support planning at any level of the item hierarchy
- Define item hierarchies, including style, style color and SKU/product level
- Time-phase assortments to determine optimum inventory and receipt flow
- Alert planners to changes by synchronizing item and assortment plans
- Plan related items and placeholder products
- Pivot and morph worksheet capabilities to help speed the planning process
- Include optional attributes to plan based on customer preferences



PROMOTIONAL PLANNING

As the number of transactions associated with promotions continues to rise, successful promotional planning becomes even more critical. Given the deadline-driven nature of planning merchandise promotions, it's easy to cut corners or make mistakes. And missing the mark means serious mismatches between supply and demand that can lead to empty-handed and unhappy customers, or markdowns because of excess inventory. In either case, the results are not ideal for any enterprise.

ACHIEVE MORE CONSISTENTLY HIGH PERFORMING PROMOTIONS

Manhattan Promotional Planning provides consistent, visible and accessible event information across the organization. Better information enables managers to shorten the promotion planning cycle, minimize risk, monitor results and respond to changing circumstances — delivering higher average profit margins on promotions.

With our promotional planning technology, your team can create promotional offerings and see the corresponding impact on sales and inventory. Using the comprehensive capabilities of Manhattan Active Inventory, planners can define the promotional event, select and assign items to it, and then leverage Manhattan Demand Forecasting or model the expected business impact. Your enterprise will benefit from better-performing promotions, improved forecast accuracy and inventory management, which lead to higher average profit margins.

Features + Functions

- Manage the end-to-end process of creating, forecasting and planning promotions
- See the best-selling and most profitable products from previous promotions
- Build promotional assortments based on similar events
- Include promotion-specific attributes, including page number, display fixture, offer and price zone
- Automatically update forecasts based on actual performance data
- Use “what-if” simulations to fine-tune strategies
- Consolidate plans for analysis and purchasing across channels



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Learn more at manh.com.



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



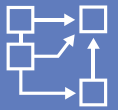
MANHATTAN ACTIVE INVENTORY

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