

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 staff, 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 stock availability capabilities.

Millennial disposable income on the up

Forming nearly a quarter of the US 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 fulfilment growth

Ninety per cent of retailers expect store-based fulfilment to account for up to 35 per cent of order volumes, with 80 per cent of retailers enabling 80 per cent of their stores to handle fulfilment³.

Transactions with promotions rising

Based on an analysis of \$4 billion (£3 billion) in online retail transactions, the number of US receipts that included promotions jumped 79 per cent in a one-year period⁴. More promotions make stock planning more complex and make the stock analyst's job more challenging.

Consumerisation of commerce for B2B and wholesale

B2B e-commerce will be a \$1.13 trillion (£800 billion) market by 2020 in the US alone⁵, and brand manufacturers are seeing 20 to 30 per cent annual growth in their direct-to-consumer channels.

These trends point to an environment of greater price competition, the need for more stock availability and control, and an expectation for faster fulfilment 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 optimise 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 prioritises 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 bricks-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 consumerisation 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 stock—using a common integration model enterprise-wide. In this way, stores, customer services 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 organisations a single version of the truth, whether it's stock 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 that they work with the next version of a solution.

SEAMLESSLY INTERCONNECTED

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

CONTINUOUSLY ADAPTIVE

Manhattan Active Solutions support constant iteration, constant optimisation 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 organisation.



MANHATTAN ACTIVE™ SOLUTIONS

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



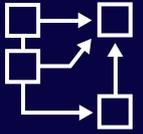
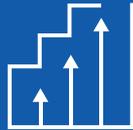
MANHATTAN ACTIVE™ OMNI

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 centre or in 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 stock visibility and availability across the enterprise keep customers satisfied and coming back. And store features like point of sale, clienteling and fulfilment 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 Christmas season.



MANHATTAN ACTIVE™ INVENTORY

Whether you're a retailer or a wholesale distributor, Manhattan Active Inventory ensures that you get the right products to the right place at the right time. Underpinned by Manhattan's best-in-class algorithms for stock 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 stock analysts to adjust the stock 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 stock optimisation, ensuring the lowest total network stock levels 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 maximise the productivity of the planning organisation by reducing the time spent gathering and analysing 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 optimising 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 centre 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 organisation's shipping needs, regardless of mode, geography or channel. The solution allows transportation modelling, enables fleet optimisation and dispatch, provides deep parcel and courier support, and merges transportation and distribution operations in a single logistics system.

EXTENDED ENTERPRISE

Extended Enterprise is designed to foster closer collaboration—across departmental boundaries and with suppliers, couriers, third-party logistics and other trading partners—so that your supply chain can help drive top-line growth without sacrificing bottom-line performance.

Manhattan Active Solutions seamlessly integrate bricks-and-mortar stores 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 minimising the risk of transformative projects, while maximising 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 optimise your investment at every touch point. Manhattan MOVE teams deliver broad-based industry perspectives, best practices, specialised 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 engagement. It ensures phased, systematic and measurable adoption.

DevOps

Centred 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, 24-7. 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 organisation. Training and certification programmes are tailored for specific roles and empower team members to become known as experts.

Change Management

Our Change Management services help you to evaluate and optimise your organisational 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 organisation.

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 (£36 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 per cent of our workforce is focused on our customers. Each staff member—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 minimising the risk of transformative projects, while maximising your ROI. More than 85 per cent of our workforce is focused on our customers. These teams in our R&D, account management and services organisations 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, which 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 compared to how 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 optimisation business for more than a quarter of a 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, stock levels 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™

Find out more at manh.com/en-nl



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



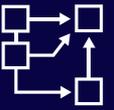
MANHATTAN ACTIVE INVENTORY

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

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 **Manhattan**
Associates®