

Supply Chain Commerce: Bringing Customers and Supply Chains Closer Together

“Supply chains must become more than efficiency tools that push products to market and drive costs out of an organisation. They must help companies get closer to their customers; they must drive profitable commerce.”

Eddie Capel, President & CEO, Manhattan Associates

Manhattan at a Glance

Founded: 1990

Nasdaq: MANH

Global Customers: more than 1,200

Supply Chain Focused R&D Investment:

\$45 million in 2012;

\$301 million since 2006

Core Markets:

Retail

Food/Grocery

Consumer Goods

Logistics Service Providers

Life Sciences

Industrial/Wholesale

High Tech/Electronics

Transportation Providers

Government

Leading companies use Manhattan solutions:

More than half of the top 20 retailers

16 of the top 20 apparel retailers

15 of the top 20 supermarkets

More than two-thirds of the top U.S. mass merchants

8 of the top 10 pharmaceutical wholesalers

Half of the top 100 motor carriers

Supply Chain Commerce: Where Supply Chain and the Market Meet

Supply chains once existed simply to push products to market as efficiently as possible. Because today's omni-channel world has given customers control, companies must anticipate needs and deliver on customer choices—whenever, wherever and however they choose to interact with your brand. This power shift between buyers and brands is transforming supply chains around the globe.

And, it's produced a new commerce landscape that has companies rethinking their supply chain strategy. They must meet the unique, personal demands of the customer-driven marketplace, and do so profitably. That means their supply chains must be closer than ever to the customer—closer to who they are, closer to their buying patterns, closer to their technology

preferences, and closer to where they live and work.

These closer connections enable supply chains to deliver the kind of personalised experiences that lock in loyalty and grow revenue—simply put, transforming your supply chain from just a money-saver to also be a money-maker. We call it **Supply Chain Commerce**.

Opportunity for All Industries

Supply Chain Commerce presents tremendous opportunities for companies across all industries—retailers, manufacturers, wholesalers and 3PLs alike. As today's empowered buyers continue to shape the future of commerce, all companies must evolve their supply chains to meet the challenge.

Manhattan's Platform-based Approach to Supply Chain Commerce Building top-line revenue, driving bottom-line results

Manhattan designs, builds and delivers market-leading Supply Chain Commerce solutions for its customers around the world. We help drive the commerce revolution with unmatched insight and unrivaled technology, connecting front-end revenue and relationships with back-end execution and efficiency—optimised on a common technology platform. This platform-based approach is enabling leading companies across the globe to get closer to their customers and achieve real-world results: 10-25% decrease in inventory costs, 15-30% labour savings, 1-3% decrease in distribution costs as a percentage of sales, and 10-25% reduction in transportation spend.

The industry's first platform-based approach to Supply Chain Commerce

Only Manhattan has customer-centred Supply Chain Commerce solutions **that balance profit and performance while growing revenue and relationships**. Our solution portfolios include:



Manhattan SCOPE® leverages the investments we've made in our Supply Chain Process Platform™ to deliver both the traditional bottom-line benefits associated with supply chain improvements and the top-line revenue gains created by commerce initiatives. SCOPE provides Supply Chain Solutions to optimise efficiency and performance and Commerce Chain Solutions to seize opportunities for revenue growth, complemented by Visibility and Insight applications to support functional capabilities across the platform.



Manhattan SCALE™ is an ideal blend of features, functionality and technology for organisations looking for a high-performing, affordable and low-risk supply chain solution. Leveraging the Microsoft .NET platform, SCALE integrates logistics functions to create an optimised solution suite that offers end-to-end visibility and control. "Scaled to fit and ready to run," SCALE helps companies maximise their supply chain execution speed-to-value by reducing IT complexity and deployment costs.



Manhattan delivers value through more than software. Surrounding our software is Manhattan MORE®, a full suite of services that optimises the supply chain at every touch-point to maximise customer value. Backed by a dedicated team of Manhattan experts and a worldwide network of partners, MORE delivers on our commitment to help our customers achieve and maintain business advantage through supply chain excellence.

No matter where you do business, we speak your language.

With offices in nine countries and partners on nearly every continent, Manhattan Associates is the solutions provider of choice for supply chain leaders across industries and around the world.



Learn more about Manhattan Associates and our solutions: **Benelux and Germany** +31 (0)30 214 3000 ■ **Europe, the Middle East and Africa** +44 (0)1344 318000 ■ **North and South America** +1 877.596.9208 ■ **Asia Pacific** +61 (0)2 9454 5400 ■ www.manh.nl