MANHATTAN ACTIVE™

SOLUTIONS OVERVIEW

Manhattan Associates®

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

Consider what's coming in the near future or is already here:

- **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 service[1], 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.** Nearly a quarter of the U.S. population, millennials' spending power is expected to rise significantly over the next 10 to 20 years[2]. 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 fulfillment[3].

- **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 November 2016 from the same period a year earlier."[4] More promotions make inventory planning more complex and 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. alone[5], 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.

That's why we are introducing the concept of Manhattan Active™ Solutions across our portfolio. These solutions allow enterprises to optimize large and complex operations, adapt to market and demand changes, and iterate and innovate with speed. By using Manhattan Active Solutions, an enterprise has technology that is always current, seamlessly interconnected and runs anywhere.

Manhattan Active™ Solutions are always current, seamlessly connected and run anywhere.

MANHATTAN ACTIVE™ SOLUTIONS

always current • seamlessly interconnected • runs anywhere • continuously adaptive

MANHATTAN ACTIVE
INVENTORY

MANHATTAN ACTIVE
OMNI

MANHATTAN ACTIVE
SUPPLY CHAIN

MANHATTAN ACTIVE INTEGRATION PLATFORM

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 companies that weren't competitors before.

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, consumers are demonstrating 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. And 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 blaze a path forward for adapting tomorrow.

Manhattan ACTIVE™ Integration Platform

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

We deliver on this promise by offering solutions that are continuously adaptive, always current, seamlessly interconnected and run anywhere. A variety of deployment options allow them to be put into operation flexibly, running in an environment of your choosing—in a public, private or multi-tenant cloud, on premise, managed, or a combination of those environments and approaches.

Always Current.
You will be able to take advantage of the latest capabilities, security best practices and infrastructure technologies as soon as they're developed. In turn, this allows you to have a sense of confidence that your enterprise has the most advanced technology at its disposal. This allows you to entertain and 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 say current, either, since those 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 of a silo. As a result, every touchpoint has access to the same information across selling, service, fulfillment and customer engagement functions, so you can move faster with more agility.

Everyone gets the same rich view of actionable information, with a single version of the truth for inventory positions, customer orders or supply chain intelligence.

Run Anywhere.

Manhattan's solutions are available across a variety of deployment options (public cloud, private cloud, managed/hosted, multi-tenant or on premise) in order 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. Manhattan Active™ Supply Chain and Manhattan Active™ Inventory solutions are available in a variety of deployment models, including options to receive upgrades annually. Annual upgrades allow you to implement the next version of an application each year so you can take advantage of new features and functions. Our Manhattan Active™ WM service provides annual upgrades both on premise and in the cloud, including the option to automatically migrate custom extensions.
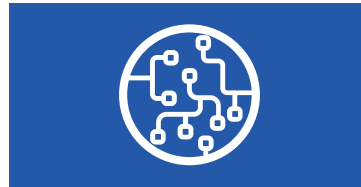
Continuously Adaptive.

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.

MANHATTAN ACTIVE™
OMNI

Our Manhattan Active Omni Solutions are a first-of-its-kind, born-in-the-cloud, comprehensive portfolio of solutions and services that run anywhere, stay current and are fully extensible. They're a single application for every aspect of omni-channel operations, at headquarters or in the store. With Manhattan Active Omni, retailers can better serve e-commerce and walk-in customers, with a single view of the customer and orders across all channels. Fine-grained tools for inventory visibility and availability across the enterprise help ensure customer satisfaction and repeat business.

MANHATTAN ACTIVE™ HQ

Manhattan Active Omni HQ serves as the backbone of service and fulfillment across the enterprise. With the Manhattan Active HQ suite, everyone has the same access and visibility for customer transactions across all touchpoints with a real-time view of perpetual inventory across fulfillment locations, including in-transit, on-order and third-party owned/fulfilled inventory. The solution optimizes the fulfillment plan when fulfilling from hundreds or thousands of potential fulfillment points, including stores, fulfillment centers and drop-ship suppliers. Manhattan Active HQ has the ability to manage inventory availability by factoring merchandising, logistics, finance, store operations and other user-defined characteristics so visible inventory is truly available.

MANHATTAN ACTIVE™ Store

Designed for the place where consumers complete most of their purchases, the store, Manhattan Active Store solutions enable associates to sell better, provide cross-channel customer service, manage inventory and serve as a fulfillment specialist. Point-of-sale (POS) and robust clienteling capabilities make the shopping experience a more memorable and convenient one for customers. Combined with Manhattan Active HQ solutions, Manhattan Active Store solutions provide the basis of a comprehensive digital store platform.

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

MANHATTAN ACTIVE™
SUPPLY CHAIN

Manhattan Active Supply Chain solutions allow you to innovate and optimize complex distribution and transportation operations with actionable visibility across the entire supply chain.

MANHATTAN ACTIVE™
Distribution

Boost warehouse productivity, equipment efficiency and employee engagement, with responsiveness to adapt to expected or unexpected demand increases and decreases with Manhattan Active Distribution. 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 an app on a smartphone.

MANHATTAN ACTIVE™
Transportation

Manhattan Active 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.

MANHATTAN ACTIVE™
INVENTORY

Whether you're a retailer or 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.

MOVE to Get Active

From systems implementations and customer support to education and hardware needs, Manhattan Associates offers unparalleled industry expertise. 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 much more.

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.

MOVE consists of:

Services
With each new customer, Manhattan is embarking on a partnership. It's our responsibility to ensure that 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 driving 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, so you have access to more innovation and capabilities at a fast pace.

Support
After implementation, the Manhattan Customer Support Organization (CSO) provides ongoing support and 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.

AMS
With our Application Managed Services (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 and forward-looking commitments 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.

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 R&D, account management and services organizations are able to assist you from design to deployment to 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 towards 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 Exchanges

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 industry peers, analysts and experts on the latest trends in your industry.

Manhattan **ACTIVE**™ Solutions for Active Enterprises

Active enterprises never have time to stop. They're always on the go. They do what it takes to look around corners so they know when things need to change. And while change isn't always easy, it can go more smoothly with the right partner and solutions in place.

We help you look around corners
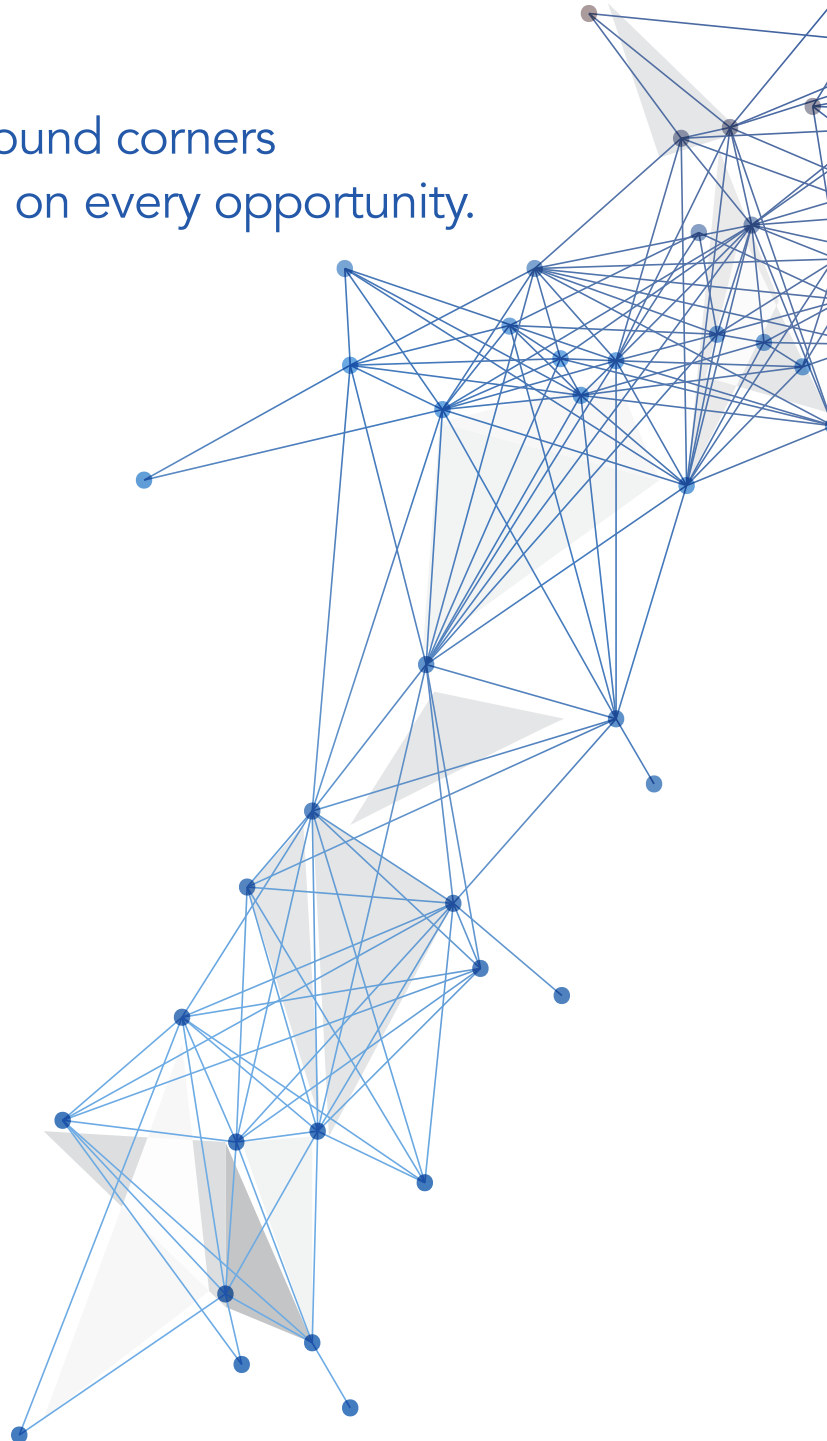so you can capitalize on every opportunity.
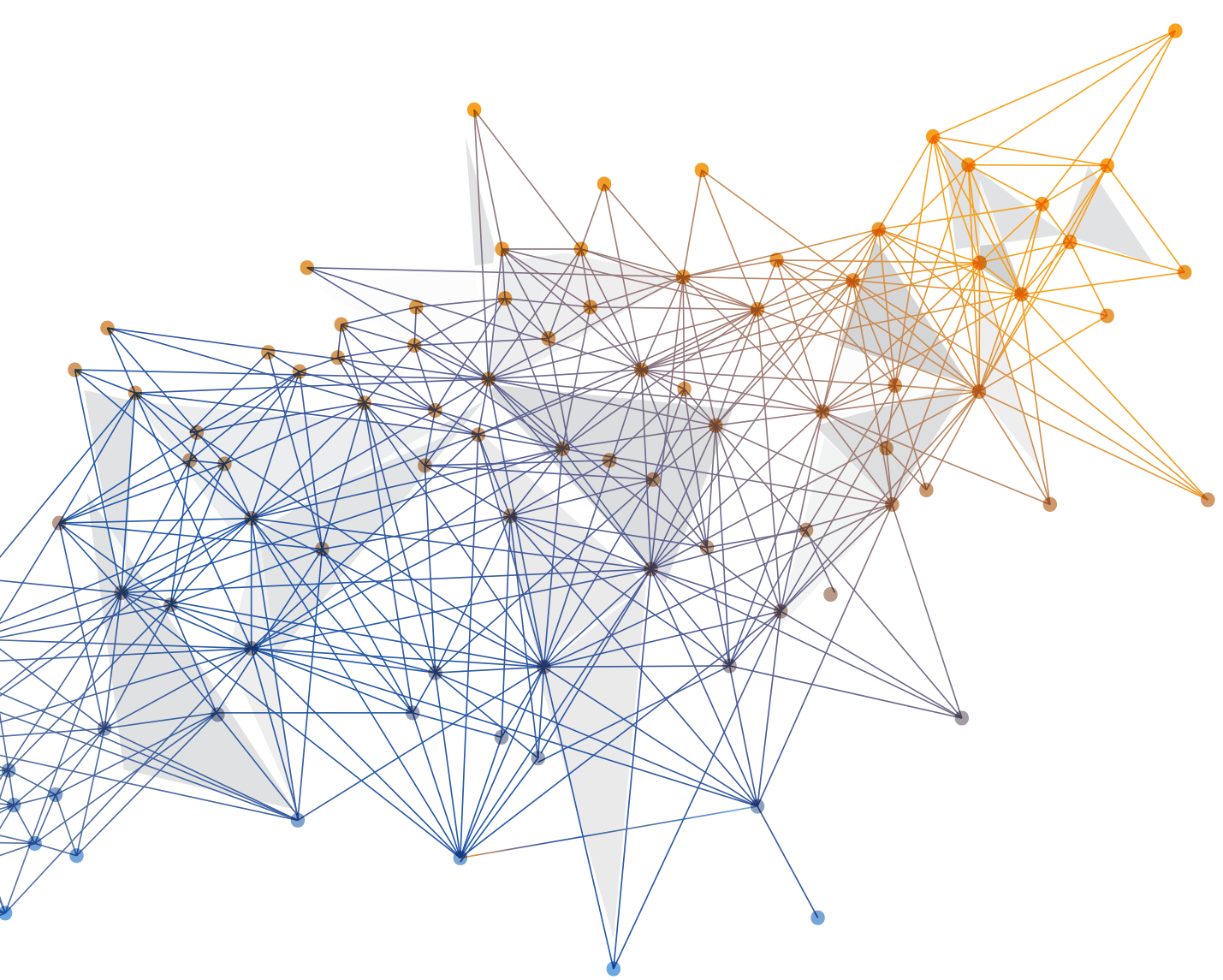
Endnotes

[1]ZDNet

[2]KPCB Internet Trends 2016

[3]Inbound Logistics

[4]The Wall Street Journal

[5]Forrester Research

You're in it for the long haul, and so are we. We are driven to help your business be stronger, operate faster, move with agility and adapt to market and industry shifts. We're in the business of helping you capitalize on opportunities and thrive.

Ready to get Active? Manhattan Active™

Learn more at **manh.com**.

Manhattan
Associates®