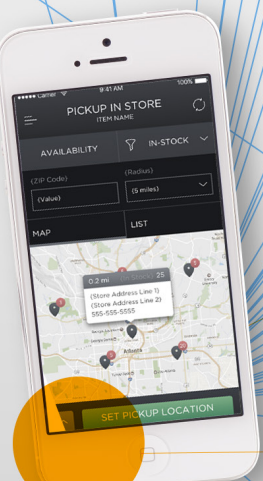


MANHATTAN **ACTIVE™**  
**OMNI**  
SUITE OVERVIEW



MANHATTAN ACTIVE™

# OMNI SUITE

## The Experiences that Shoppers Want

The types of experiences that your customers want vary as much as their personalities.

Maybe your customer expects a high-touch, luxury experience. She rewards you with repeat business when the associate who helps her can predict what she wants, and recommends complementary items based on what she's bought before.

Other customers may seek convenience, staying loyal to sellers that make their busy lives easier. Serving them takes a highly choreographed approach that seamlessly joins the store, e-commerce site and mobile app, with a spectrum of fulfillment options ranging from same-day pick-up to home delivery.

Then there's the walk-in customer who wants to browse racks and tables of clothes. And the customer who wants to get in and out of the store as quickly as possible, leaving if there's a long line to reach the point of sale.

To help you serve today's shoppers, the Manhattan Active™ Omni suite provides a first-of-its-kind, born-in-the-cloud, comprehensive portfolio of solutions and services that run anywhere, stay current and are fully extensible.

Manhattan Active Omni provides a single platform for every aspect of omni-channel operations, at headquarters or in the store. With this suite, you can better serve e-commerce and walk-in customers alike, since both the store associate and call center representative can have the same holistic view of customers and their transactions from across channels. Fine-grained tools for inventory visibility and availability across the enterprise keep all types of customers satisfied and coming back. And store features like point of sale, clienteling and fulfillment picking and packing are available as a mobile app or via a web browser. Because the suite is cloud-based, you get the newest features as soon as they're available, allowing you to iterate and innovate at speed as business priorities change.



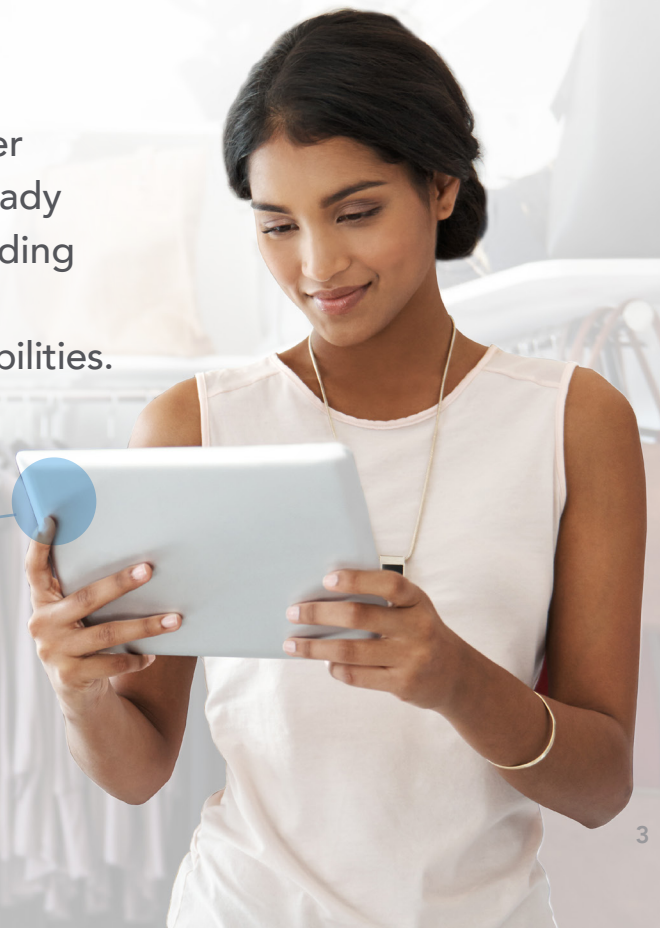
# Connect Physical and Virtual for the Future

While consumers use different channels for different reasons, all channels benefit from a single version of the truth for orders, customer information and inventory availability. Indeed, seamlessness between channels is essential for brands that want to offer a consistent experience. The trends all point to why an interconnected experience is key:

- Global retail e-commerce sales are set to more than double by 2020, from \$1.9 trillion in 2016 to more than \$4 trillion by 2020, when e-commerce will account for 14.6 percent of total retail spending.<sup>1</sup>
- Mobile shopping is growing, too. Mobile commerce is forecast to reach \$284 billion, or 45 percent of the total U.S. e-commerce market, by 2020.<sup>2</sup>
- Stores will continue to be where most transactions occur for the foreseeable future, but there will be fewer storefronts. Ten percent of U.S. retail space may need to be closed or be converted to other uses in coming years.<sup>3</sup>
- And while many stores are closing, some retailers are experimenting with different store footprints, with a larger backroom with more advanced store fulfillment capabilities or convenient areas for in-store pick-up. Even pure-play digital merchants are experimenting with physical stores.

In the midst of this, store associates are expected to do more than sell and tender transactions. Duties like getting items ready for customer or parcel pick-up and providing omni-channel customer service are fast becoming part of their everyday responsibilities.

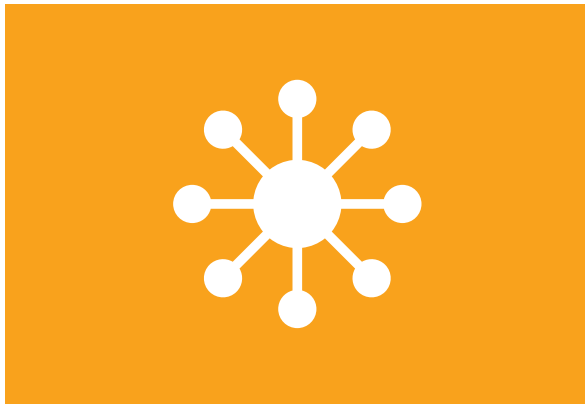
1 eMarketer  
2 BI Intelligence  
3 CoStar Group via Bloomberg



# Why Manhattan Active?

## A Comprehensive Digital Platform for Active Retailers

We offer Manhattan Active™ Omni so enterprises can better compete in a world that prioritizes prices, product availability and speed. The suite consists of Manhattan Active HQ and Manhattan Active Store.



### MANHATTAN ACTIVE™ HQ

With Manhattan Active HQ, 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.



### MANHATTAN ACTIVE™ Store

Manhattan Active Store solutions help associates 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.



## Every Experience You Can Imagine

From the casual browser to the modern shopper who fuses online, mobile and physical shopping, the Manhattan Active Omni solution suite allows you to deliver the experience your shoppers want and put you on a footing for change when it's time to adapt.





"Manhattan's success with large and innovative omni-channel retailers, across multiple geographies, was critical in our selection process. Its Enterprise Order Management solution will become the heartbeat of our omni-channel operation and will drive conversions across every point of commerce and improve customer lifetime value."

– Lacoste



# Manhattan **ACTIVE™** HQ Solutions

With the Manhattan Active HQ suite of solutions, any retailer can implement a technology foundation that centralizes the management of customer transactions, visibility and availability of inventory, and orchestration of orders across the enterprise—all in real time.

- **Omni-Channel Customer Service**

Provides the information and capabilities necessary to create indelible omni-channel service and selling experiences. The intuitive user interface built on top of our Order Management services enables a rich user experience for the Customer Service Representative and provides all the tools required to help your customer care center transition into a customer engagement center.

- **Available to Commerce\***

An advanced rules engine that sits on top of Enterprise Inventory, allowing you to define views—or scenarios—to match the right customer to the right unit of network inventory to create the ideal shopping experience.

- **Enterprise Inventory**

Provides a powerful real-time view of perpetual inventory, including in-transit, on-order and third-party owned, across your fulfillment network to maximize opportunities to convert via all selling channels.

- **Distributed Selling**

Provides the ability to manage the entire lifecycle of customer transactions regardless of source—call center, e-commerce, marketplaces such as Amazon and Jet.com, and other channels. Retailers rely on Distributed Selling to manage the complete, end-to-end lifecycle of the customer order from initial fraud check to payment settlement and sales posting—across all channels, brands and geographies.

- **Adaptive Network Fulfillment**

Orchestrates and optimizes fulfillment based on customer service and profitability guidelines even while considering hundreds or thousands of potential fulfillment points, including stores.

# Manhattan **ACTIVE™** Store Solutions

Manhattan Active Store solutions help associates sell better, provide cross-channel customer service, manage inventory and serve as a fulfillment specialist.

- **Point of Sale**

Enables unparalleled customer experiences, such as single-swipe in-store/online transactions, contactless payments, save-the-sale/endless aisle, line busting and on-floor checkout.

- **Clienteling**

Surfaces a 360° view of customer transactions to provide an “electronic black book” for a high-touch, premium shopping experience.

- **Store Fulfillment**

Manages omni-channel operations from the front lines, in real time, with robust picking, ship-from-store and in-store pickup flows via an easy-to-use mobile interface. Integrates with leading parcel carriers to enable rating, manifesting, shipping, tracking and proof of pick-up.

- **Store Inventory**

Mobile receiving and inventory management designed to help the front line improve sales and reduce out-of-stocks via store replenishment, site-to-store orders, pullbacks and transfers whether by load, case, carton or item.



A person's hands are holding a tablet computer. The background is a blurred warehouse with yellow and blue structural elements. The text is overlaid on a dark blue rectangular area at the bottom of the image.

# Manhattan **ACTIVE**<sup>™</sup> Omni Suite for Active Enterprises

As a key component of Manhattan ACTIVE Solutions portfolio, the Manhattan ACTIVE Omni suite enables you to operate faster, move with agility and respond to market and customer behavior shifts.

**Manhattan Active Solutions** allow enterprises to optimize large and complex operations, adapt to market and demand changes, and iterate and innovate at speed. By using our solutions, an enterprise has technology that is always current, seamlessly interconnected and runs anywhere.

With Manhattan, everyone across the organization can leverage the same actionable information, giving headquarters and stores alike a single version of the truth: whether it be orders and transactions, customer information, inventory positions or supply chain intelligence.

That way, you can stay out ahead and capitalize on every opportunity.

**Ready to get Active? Manhattan Active**<sup>™</sup>

Learn more at [manh.com](http://manh.com).

