



MANHATTAN ACTIVE™ STORE

The Store – Still at the Center of Retail

WHAT KIND OF EXPERIENCE DO YOUR CUSTOMERS WANT?

Take a look around at what competitors are doing. How can you exceed it? Consider pure digital players. What can you do to outflank their offers of same- or next-day shipping?

Your store is a powerful weapon with which to compete. It is the only place where you come face to face with new or existing customers and can engage them in novel ways. The proof? The largest e-commerce retailer, Amazon, is experimenting with a variety of store formats from fully-automated concept stores to smaller storefronts that showcase best-selling books and function as showrooms for home-grown digital products. Retailers with broad store networks are already out ahead of this trend.

Not every brand is alike, but two characteristics are driving success across all retail categories: the ability to remain agile and innovative in the face of changing trends and the ability to consistently engage customers at their increasingly high expectation levels. Making the sale is not enough—you need to deliver a meaningful customer experience that furthers loyalty and provides a continuous customer journey with your brand.

The Store's Role in Modern Shopping

It's a tough environment in which retailers operate. Over the past two years, many long-standing retailers have announced store closings. Mall traffic is also down, and industry analysts are saying that American retail is over stored, where there are more stores than necessary to meet demand.

But this tells only half of the story. Encouragingly, we see two key trends which show why the store will continue to be critical for shopping.

- Buy online and pick up in store keeps foot traffic strong. We are seeing retailers who activate buy online and pick up in store capabilities increasing foot traffic by double digits. This engagement venue also affords the opportunity for upselling and furthering customer interaction.
- Store closings affect e-commerce transactions. When a store closes, e-commerce traffic from that geography can drop significantly, sometimes between 20 and 30 percent. This is due to the "billboard effect" where out of sight means out of mind. In other words, if customers don't see your marquee, you may not be the first retailer they consider when they need something.

What these trends tell us is that the store continues to serve the brand in new ways and that face-to-face customer engagement offers unique opportunities to drive loyalty by offering a high level of service, which extends customer engagement in every direction. Clearly stores are a sales driver for your online business—an extension of your digital strategy—but they continue to carry a higher unit and dollar-per-transaction value when a store associate works directly with a customer. Manhattan Active™ Store solutions can help make your retail vision come to life.



Manhattan **ACTIVE™** Solutions for Active Shoppers

Our new generation of Manhattan Active Store solutions brings supply chain control and customer engagement together in a way that simplifies complex processes for both store associates and customers. The end result is a more customer-focused store associate and a broader array of selling and high-impact service opportunities.

Solving the challenges retailers face is the North Star guiding the development of our Manhattan Active Store products. The suite is the customer engagement extension of our Manhattan Active HQ solutions and offers the best of both worlds to the digital customer who continues her shopping journey in the store and the walk-in customer looking for immediate gratification.

Diverse scenarios arise from the store experience. Some shoppers want an associate's help right away. Others may want to be left alone to browse items on the shelf. At some high-end retailers, customers expect store associates to have a sixth sense, where they can anticipate what the customer needs and show empathy. Still others may expect the associate to immediately access past or pending activity in their account. As expectations change, store operations can adapt to follow suit.

Empowered Associates

Associates are expected to do more than ever, while still carrying out their traditional duties, like selling, tendering transactions and restocking shelves. Manhattan's solutions offer a path forward for the evolving role of the store associate by providing tools for working smarter. Manhattan Active Store solutions help store associates master the new demands of their role as they are expected to be well-versed in digital selling, providing cross-channel customer service, managing inventory and serving as an efficient fulfillment specialist.

Modern Store Fulfillment and Store Inventory

Our Store Inventory solution helps operations leaders keep up with the rapid pace of omnichannel commerce with real-time inventory visibility and availability. Store Fulfillment enables robust picking, packing, ship-from-store and in-store pickup workflows with an easy-to-use mobile interface. These powerful solutions improve operational efficiency, ensure data accuracy and reduce errors so customer experiences are positive, every time.

Architected for the Active Enterprise

Built on a common set of micro services, Manhattan Active Store solutions combine the power of cloud technology with the flexibility of purpose-built POS hardware and resilience for uninterrupted operation at the store. With state-of-the-art UI/UX technology, you can expect reduced training time and increased productivity as store associates familiar with mobile technology quickly orient themselves.

Solution Components

Point of Sale

The Point of Point of Sale

Every day, brand differentiation becomes increasingly more difficult due to the democratizing effect of digital commerce. However, the physical store still remains the place where consumers complete most of their purchases. Given this fact, the store has turned into ground zero for retail experimentation.

However, traditional systems don't offer the wide range of capabilities needed in today's retail environment. Most legacy POS systems struggle with enterprise functionality such as network inventory, order orchestration and distributed fulfillment, while e-commerce platforms often lack the depth to support in-store transactions. As the industry's most comprehensive digital store platform for the modern store associate, Manhattan Active Store has it all—from Point of Sale and Clienteling to Store Inventory and Fulfillment.

A System Built for Modern Retail

To compete effectively in brick-and-mortar retailing, the store system must be an engagement platform that places store associates on par with digitally smart customers and empowered call center representatives. Heritage POS systems, built on distributed, legacy architecture and cobbled together with other applications, have become increasingly prohibitive to fulfilling this mission.

Today's store operators need flexible deployment options to match the speed of changing store designs and formats. Until now, store systems deployment choices have been largely technology decisions, not business decisions.

With one version of software, Manhattan POS supports multiple deployments on Windows-based POS terminals or mobile iOS and multiple form factors. POS supports permanent stores or temporary locations, high-touch service locations and high-traffic venues, allowing retailers to choose the appropriate POS deployment types for their business.

POS supports seamless omni-channel operations and selling against all available network inventories. With a single swipe, the store should never miss an opportunity to delight a customer. With POS, three giant leaps are taken: the endless aisle is always full, all customer engagement venues operate on a single, more easily managed version of software and the software is as easy to use as an associate's smartphone app.

Features + Functions

- Enable simultaneous mobile and fixed configurations
- Support industry-leading POS hardware
- Deploy on small and large form factor devices across different operating systems, including iOS (iPad, etc.), Android, Windows Mobile, fixed station and web browser (responsive UI)
- Leverage resilient cloud support for seamless, uninterrupted operation
- Support extensions for retailer-unique features on a common release
- Secure payment systems integration
- Flexible digital catalog support, adaptable to different form factors and use cases
- Configurable look-and-feel branding and intuitive workflows
- Centralized, web-based administration
- Rich, configurable feature set for all transaction types
- One system of record for all transaction types







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PRODUCT GUIDE

QOH 0
IN STOCK ONLINE

Color
Prep Green

Size
M

WISHLIST Total Amount \$1,217.50

- Harp Cashmere Wrap \$198.00
- Sawyer Cashmere Sw... \$248.00
- Murfee Scarf \$118.00

WORKSPACE Total Amount \$594.00

- Rylee Silk Shift Dress \$258.00
- Resort Tote \$138.00
- Kristin Leather Wedge \$198.00

PAST PURCHASES

- Janice Knit Shift Dress
- Christie V-Neck T...
- Change It Up Cont...

10 people have this item in their Wishlist.

The Kelley v-neck cashmere sweater is a classic style. Everyone needs a solid v-neck sweater in their closet. No matter your climate, every once in a while, there's a chill in the air. Cashmere is the BEST way to combat that chill.

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Clienteling

Clienteling Experiences that Engage

Manhattan Clienteling allows store professionals to meet their customers at key points along the brand journey—before, during and after store visits—for personalized attention and service. Clienteling seamlessly integrates with our POS and Customer Service solutions and provides digital selling aides to store associates to help drive sales and the delivery of an optimal, high-service customer experience.

Features + Functions

- Configure customer engagement options for store outreach and in-store interaction with customer profiles, history and preferences
- Seamlessly interact as part of Point of Sale or operate as a discrete “black book” for high-touch customer engagements
- Integrate digital catalog with rich customer profiles to allow associates to better coordinate product attributes such as style, coordinates and separates with customer preferences
- Leverage a 360-degree customer view across channels, leveraging data from Manhattan Active™ HQ, including order history and customer wish lists
- Provide recommendations, scratch pad and customer notes
- Leverage the built-in mobile point of sale engine with full checkout functions
- Personalize shopping and guided selling with customer-specific digital assets from history
- Support integration with existing recommendations engines
- Integrate an interactive look book and other assisted-selling content
- Create and manage customer appointments
- Support outbound store-to-customer marketing
- Responsive UI designed for multiple form factors and rich set of operating systems, including iOS, Android, Windows mobile, fixed station and browser support

Store Fulfillment

A More Fulfilling Experience for Store Operations

Omni-channel commerce has expanded the number of responsibilities for the store operations team, who are now accountable for delivery of outstanding customer service while meeting service-level agreements (SLAs) for buy online and pick-up in-store, ship-from-store and ship-to-store options. In order to maintain a world-class experience for shoppers, they must also:

- Ensure the store can meet commitments for pick-up timeframes promised to the customer
- Make sure associates can get items ready for parcel shipment before carrier cut-off times, while ensuring that parcel-packaging quality standards are met
- Staff adequately to support the omni-channel effort

In turn, store associates have more responsibilities. They are now enterprise store associates, with activities like serving customers, picking and packing orders, printing shipping labels and more as part of their everyday workload.

Fulfillment Solutions that are Easy to Use

Visual and mobile by design, our Store Fulfillment solutions are specifically geared for on-the-go store operations teams. They serve as a consolidated source of all local commerce activities required to manage omni-channel operations from the front lines, and in real time.

Store Fulfillment enables robust picking, packing, ship-from-store and in-store pickup flows with an easy-to-use mobile interface. By providing real-time access to fulfillment information, activities and processes across the entire store network, Store Fulfillment complements Manhattan Active HQ solutions, enabling efficient fulfillment while ensuring customer satisfaction.

Features + Functions

- Efficiently manage a pick queue using an innovative approach that provides the right context for each order in real time through a sophisticated rules engine
- Support guided picking
- Expedite high-priority order processing
- Group, sequence and split orders among multiple associates for efficient picking and packing
- Reduce associate training/onboarding time with intuitive, guided flows with visual progress indicators, short cuts and next steps
- Reduce time to pick and pack and increase accuracy with full product details, validation and image zoom within pick-and-pack processes
- Provide store workload visibility with push notifications to alert associates of new work and real-time counts of fulfillment backlog within the store
- Enable efficient processing of site-to-store orders with integrated receiving and fulfillment
- Manage customer pickups with staging, search, customer verification and signature capture for proof of delivery
- Rate, ship and track parcel packages with no rate and carrier label maintenance using out-of-the-box integration with leading parcel carriers
- Provide one-click shipment collation, with step-by-step confirmation and streamlined process for handling carrier-service-exception scenarios
- Leverage out-of-box print and reprint functionality using iOS AirPrint and Android print services
- Start the fulfillment transaction on one device and complete on another, with the flexibility to start transaction on mobile and complete through web browser or vice versa
- Deploy on small and large form factor devices across different operating systems, including iOS (iPad, etc.), Android, Windows Mobile, fixed station and web browser (responsive UI)



“Store Inventory and Fulfillment helps improve our inventory accuracy, while reducing the amount of time our associates spend in the back room. It provides a better in-store customer experience, improves our store sales and sets the stage for buy-online-pick-up-in-store and ship-from-store operations.”

Lamps Plus, Inc.



Store Inventory

Keeping Service in Stock

Successful omni-channel commerce requires the establishment of inventory practices to ensure in-stock reliability. Due to the routine handling of merchandise within a store, store-level inventory accuracy is often only 60 to 70 percent, and uncoordinated omni-channel fulfillment can lower accuracy even further. When a customer purchases an item online with the promise that it will be ready for in-store pick-up, the inventory must be in stock—or you haven't just lost a sale, you've probably lost a customer.

With Manhattan's Store Inventory solution, you can ensure inventory accuracy to improve sales, reduce out-of-stocks and increase efficiencies in store replenishment. With mobile receiving and inventory management capabilities designed specifically for the store associate, Store Inventory handles store replenishment, site-to-store orders, pullbacks and transfers whether by load, case, carton or item.

Features + Functions

- Manage perpetual inventory with greater accuracy using inventory disposition capabilities
- Support receipt of store replenishment orders
- Process receipt, staging and pick up of site-to-store orders
- Initiate and process pullbacks and transfers
- Receive in store by load, case, carton or item
- Execute periodic or ad hoc cycle counts
- Print retail price tickets
- Capture ad hoc inventory adjustments
- Execute ad hoc store-to-store transfers
- Process claims and recalls
- Provides a single source of code for browser, all solutions and different OS platforms



Why Manhattan Active?

**Always Current. Seamlessly Connected.
A Continuous Digital and Physical Experience.**

Competitive prices and assortments can lure people into the store. Offering a high level of service can ensure that they return.

The Manhattan Active™ Store solution suite takes a customer-first approach. Instead of looking at what the store should do, we started by studying how modern consumer behavior has evolved. And from that research and experience working with top retailers, we have learned there's a gap between what customers expect and the experience they receive.

Our solutions for POS, clienteling, store inventory and fulfillment close that experience gap for modern retailers. With our seamless solutions, the goals of high-level customer service, accurate inventory counts and productive associates can be met and exceeded.

Ready to get Active? Manhattan Active™

Learn more at manh.com

