

Manhattan Solutions for

SPECIALTY RETAIL





Executive Summary

CHALLENGES

The convergence of changing consumer preferences, rising inflation, increasing costs, decreasing labor availability, and lingering supply chain disruptions challenge specialty retailer revenue growth and stress profitability. Specialty retailers like you are challenged to balance winning and retaining customers to drive revenue growth while finding opportunities to cut costs. However, there are key opportunities for business improvement where specialty retailers can find the right balance of customer focus and cost savings:

- Maturing the omnichannel sales and service experience
- Optimizing omnichannel fulfillment
- Improving inventory accuracy
- Boosting supply chain resiliency
- Accelerating technology modernization
- Meeting sustainability demands

SOLUTIONS

Manhattan's solutions for specialty retail provide crystal-clear visibility, unprecedented control, and unlimited flexibility from the warehouse to the store to boost sales, increase margins, and improve customer satisfaction:

Manhattan Digital Supply Chain Planning and Execution Solutions:

- **Allocation and Replenishment** fine-tune inventory levels, enabling accurately positioned inventory across your distribution network and stores to reduce the risk of stock-outs or oversupply.
- **Warehouse Management** accelerates the flow of goods and information and enables flawless execution across inventory, labor, advanced automation, robotics, and physical space.
- **Slotting Optimization** intelligently optimizes slotting moves and picking as part of overall distribution-center management.
- **Labor Management** provides an integrated and mobile experience using data-driven gamification and real-time digital communication to self-motivate workers and incentivize employee performance.
- **Transportation Management** enables faster and increased capabilities for optimized transportation planning and execution, improving visibility, accelerating planning, and lowering costs.

Manhattan Omnichannel Commerce Solutions:

- **Order Management** optimizes omnichannel fulfillment to provide accurate, reliable, and cost-effective fulfillment services. Ordering services allow initiating and managing orders through any channel.
- **Contact Center** gives customer service associates the information and capabilities to create indelible omnichannel experiences.
- **Digital Self-Service** enables customers to inquire, adjust, and recast their experience digitally from the comforts of their computer, mobile device, or virtual assistant.
- **Customer Engagement** presents actionable customer insight in any channel, enabling retailers to proactively view the complete customer's experience and take action to deliver positive outcomes.
- **Store Inventory & Fulfillment** turns stores into micro-fulfillment centers, enabling them to meet rising customer expectations for fulfillment speed and accuracy.
- **Point of Sale** fixates on improving the store associate experience so store associates can provide exceptional, personalized service to customers anywhere in the store.



OUTCOMES


Leading specialty retailers have realized significant business outcomes with Manhattan solutions:

- Super Retail Group cut order fulfillment costs, meeting their one-year goal for cost reductions.
- David's Bridal customers enjoy a nearly 100% on-time delivery rate of their gowns.
- In its highest shipping volume month since deploying Manhattan, Under Armour did not need to add labor overtime — a first for the company.
- Pet Supplies Plus reduced distribution center inventory by 10% and exceeded its service-level goals by nearly two points.
- PacSun shipped 40,000 ecommerce orders daily from its stores, experiencing the best margins in its history.

Architected for responsiveness and optimized for greater efficiencies, Manhattan's Omnichannel Commerce and Digital Supply Chain Planning and Execution solutions enable specialty retailers to be always resilient and highly agile in the face of rising business complexities. Our cloud-native, microservices architected solutions for specialty retail provide crystal-clear visibility, unprecedented control, and unlimited flexibility from the warehouse to the store to boost sales, increase margins, and improve customer satisfaction. Serve your customers more swiftly, accurately, and profitably with Manhattan.

Why Manhattan?

- Our deep understanding of specialty retail omnichannel commerce and supply chain improves your business outcomes.
- Our feature-rich solutions support your most sophisticated business requirements.
- Our cloud-native, microservices technology is proven to enable truly resilient and agile operations from the warehouse to the store.



Focus on helping you overcome pressures and capture opportunities

Industry leaders like you recognize that improving the resiliency and agility of distribution and fulfillment, as well as sales and service systems and processes, is essential to achieving customer satisfaction, revenue, and profitability goals. But businesses like yours face growing complexities, making achieving these goals significantly more difficult. The convergence of changing consumer preferences, rising inflation, increasing operating and capital costs, decreasing labor availability, and lingering supply chain disruptions challenge revenue growth and stress profitability. Going into 2023, only one-third of retail executives are confident about maintaining or improving profit margins in turbulent times.¹ Specialty retailers like you are challenged to balance winning and retaining customers to drive revenue growth while finding opportunities to cut costs.

The following are six areas where specialty retailers can find the right balance of customer focus and cost savings:



MATURING THE OMNICHANNEL SALES AND SERVICE EXPERIENCE

A compelling omnichannel shopping experience is essential to driving sales growth. This experience goes beyond convenience, such as fast delivery, which is quickly becoming a commodity. Specialty retailers differentiate from other retailers based on expertise and service to avoid competing on convenience alone, offering an experience that is personalized, immersive, and practical. Companies that excel at personalization generate 40% more revenue than those with average personalization efforts.² Yet, only 41% of retailers orchestrate experiences and customer data seamlessly as consumers move from one channel to another.³ [Our Omnichannel Commerce solution](#) is a first-of-its-kind, unified commerce platform designed and built to profitably deliver on the omnichannel customer experience promise, including a next-generation Point of Sale solution that helps specialty retailers such as Lamps Plus and Groupe Dynamite provide personalized omnichannel sales and service in stores.



OPTIMIZING OMNICHANNEL FULFILLMENT

Omnichannel fulfillment (including buy-online-pickup-in-store [BOPIS] and ship from store) customer interest and order volumes grew dramatically during the COVID-19 pandemic, creating business opportunities and challenges for specialty retailers. Global BOPIS volumes are forecasted to grow at a double-digit compound annual growth rate of 19.3% from 2021-2027.⁴ With the popularity of ecommerce comes the challenge of balancing consumer expectations while controlling fulfillment costs. Operating margins from an ecommerce order fulfilled by BOPIS are estimated to be 36% less than an order fulfilled from a distribution center and 52% less for a ship-from-store order.⁵ Manhattan [Order Management](#) helped Super Retail Group reduce fulfillment costs by applying more precise order routing. Manhattan [Store Inventory & Fulfillment](#) enabled multiple specialty retailers — including Brooks Brothers, Kendra Scott, PVH, and PacSun — to integrate efficient order picking, packing, staging, and shipping-into-store operations.



IMPROVING INVENTORY ACCURACY

The pandemic crisis exposed significant inventory management challenges for specialty retailers. In 2021, due to supply chain disruptions, retailers could not meet consumer demand with available inventory as the economy re-opened. In 2022, consumer spending declined as inventory availability improved, leaving retailers with more stock than needed. This inventory imbalance heightened the importance of retailers' ability to forecast demand and accurately manage inventory in any location. Even before the pandemic, 50% of surveyed retailers stated that inventory misjudgments are a barrier to selling at full price.⁶ But not holding sufficient levels of inventory also has consequences. Nearly half of surveyed consumers will move to competitors with the products they want in stock, creating lost sales for retailers.⁷ Manhattan Demand Forecasting with [Omni Inventory Optimization](#), part of our Allocation and Replenishment solution, helped Pet Supplies Plus reduce distribution center inventory by 10% while exceeding its service-level goals by nearly two points.



BOOSTING SUPPLY CHAIN RESILIENCY

Warehouses are the nucleus of the retail supply chain. Effective warehouse management combines inventory, people, and processes to ensure products are in the right place at the right time and distributed at manageable costs. The pandemic tested retailers' ability to respond quickly to supply chain disruptions and prepare for uncertain trading conditions. Well-prepared retailers can quickly adjust and adapt warehouse processes and footprints to react to supply chain disruptions. The impact of disruptions is why 71% of surveyed retail executives prioritize supply chain efficiency, including warehouse operations, making it a top business priority.⁸ Manhattan [Warehouse Management](#) helped apparel retailer Tally Weijl increase picking productivity by 20% and put-to-store efficiency by 35% while also enhancing the exchange of data with 80 of its suppliers to provide visibility into supply performance.



ACCELERATING TECHNOLOGY MODERNIZATION

To differentiate and be competitive, specialty retailers need to innovate faster. Consultancy McKinsey states: “To stay competitive, retailers face tremendous pressure to deliver new business capabilities faster. This, in turn, is shrinking retailers’ already-low margins and impacting all aspects of the retail value chain.”⁹ Increasingly, retailers are moving their legacy commerce and supply chain management systems to cloud platforms and digital architectures to take advantage of these modern capabilities’ speed, flexibility, and cost-effectiveness. McKinsey’s research discovered that consumer-oriented organizations (i.e., retailers) with mature digital transformation strategies outperform digital dawdlers, increasing total shareholder returns by 3.3 times versus their less innovative counterparts.¹⁰ Manhattan is a leader in developing cloud-native, microservices-based solutions for retail. Many leading specialty retailers are adopting these solutions from the warehouse to the store, including the following recent projects: [Everything But Water](#), [New Look](#), [At Home](#), [Matalan](#), [Hot Topic](#), [Lands’ End](#), [Scotch & Soda](#), and [C&A](#).



MEETING SUSTAINABILITY DEMANDS

Consumer interest in retailers’ sustainability programs is growing, which could bring more focus on sustainability initiatives by brands. [Capgemini's research](#) showed that 79% of surveyed consumers will change their purchase preference based on their purchases’ social responsibility, inclusiveness, or environmental impact. Specialty retailers can meet consumer demand for environmental, social, and governance (ESG)-conscious products in many ways. These ways include eco-friendly products made from renewable resources and ethically made and sourced items produced by manufacturers with fair wages and labor practices. Also, retailers can meet consumers’ ESG demands by adjusting their business processes. For example, specialty retailers can adapt their delivery processes to use more fuel-efficient and carbon-neutral transportation options for distribution to stores and last-mile delivery to customers. Listen to how Manhattan customer [REI](#) is realizing more sustainable operations, which start with its net-zero energy usage distribution center in Arizona.



Built to help you achieve your desired business outcomes

Realizing resilient and agile operations from your warehouse to your stores is essential to achieving your desired business outcomes. We have designed and built solutions to spur performance improvement in inventory management, warehouse operations, order fulfillment, and customer sales and service. Here are some of the many key performance indicators (KPIs) we keenly focus on to help our specialty retail customers improve and succeed:





OPERATING RATIO

Shows the relationship between the amount of revenue and the operating cost of running the business. Successful retailers will aim to find innovative and sustainable ways to lower business costs (e.g., reducing order fulfillment costs) to increase the operating ratio.

KPI formula:

Operating ratio = [total operating expenses / total revenue] x 100

Manhattan has an extensive track record of helping our customers cut costs and improve operating ratio performance. With Manhattan Order Management, Super Retail Group reduced fulfillment costs, achieving the company's 12-month cost-savings goal. With Manhattan Warehouse Management, RH achieved a **22% reduction in its cost per carton** and a **10% reduction in small-package transportation costs**.



ON-TIME IN-FULL (OTIF)/ PERFECT ORDER

OTIF measures the number of cases (from warehouses to delivery points) delivered in full and on time as a percentage of all ordered cases. Perfect order applies to direct-to-the-consumer fulfillment at the item level. When service levels deteriorate, this indicates underlying operational problems.

KPI formulas:

OTIF = [(# cases delivered on time / # case orders) x (# case orders complete / # case orders)] x 100

Perfect order = [(percent of orders delivered on time) x (percent of orders completed) x (percent of orders damage-free) x (percent of orders with accurate documentation)] x 100

With Manhattan Warehouse Management and Order Management, David's Bridal now optimizes procurement across its supplier network, minimizes delivery times, and closely monitors performance across its supply chain. As a result, David's Bridal customers enjoy a **nearly 100% on-time delivery rate** of their gowns — a number most other retailers never touch.



INVENTORY SHRINKAGE

Shrinkage is lost or unusable inventory due to theft, damaged items, spoiled items, or other losses due to unforeseen circumstances. Monitoring shrinkage is essential to controlling costs and managing customer satisfaction.

KPI formula:

Inventory shrinkage = [amount of unsellable and missing inventory in period / amount of available stock in period] x 100

Using Manhattan Warehouse Management, RH **improved inventory shrinkage by more than 40%**, and returns due to inaccurate fulfillment shrank by more than 30%.



KPIs Manhattan can help you improve

NET PROFIT RATIO

Measures how much you made compared to how much you invested in assets. This metric measures how efficiently you generate revenue compared to total assets. Manhattan solutions that can improve this KPI are Allocation and Replenishment, Warehouse Management, Transportation Management, and Order Management.

WAREHOUSE SPACE CAPACITY UTILIZATION

Space utilization is the percentage of bins used in a warehouse and indicates the optimal use of warehouse space. With warehouse space at a premium and rental costs/build-out rising, retailers must maximize the use of existing space. Manhattan solutions that can improve this KPI are Warehouse Management and Slotting Optimization.

LABOR PRODUCTIVITY

Measures labor productivity in terms of a retailer's total output (i.e., revenue). Labor productivity has a significant impact on profits and can be controlled by various employee performance strategies and tactics. Manhattan solutions that can improve this KPI are Warehouse Management, Labor Management, Transportation Management, Order Management, Contact Center, Customer Engagement, Store Inventory & Fulfillment, and Point of Sale.

CUSTOMER SATISFACTION SCORE

Measures customer satisfaction with your service and experience. Missed and inaccurate deliveries, long lead times, and multiple other factors can damage customer satisfaction. Manhattan solutions that can improve this KPI are Allocation and Replenishment, Warehouse Management, Transportation Management, Order Management, Contact Center, Digital Self-Service, Customer Engagement, Store Inventory & Fulfillment, and Point of Sale.

PROMISING / INVENTORY ACCURACY

Measures how accurate the inventory count is and the level of promising accuracy for direct shipping and in-store pickup availability. Store-based fulfillment networks have heightened the need for accuracy when supporting digital commerce promises against both store and distribution center inventory. Manhattan solutions that can improve this KPI are Allocation and Replenishment, Warehouse Management, Order Management, and Store Inventory & Fulfillment.

CUSTOMER SERVICE INQUIRIES

Measures how often, on average, customers reach out to engage with full-service customer support resources. Reducing customer contact rate through perfect execution and self-service tools is the most direct way for support teams to scale/increase operational capacity. If full-service is contacted, then first-call resolution efficiency becomes paramount. Manhattan solutions that can improve this KPI are Contact Center and Customer Engagement.

AVERAGE TRANSACTION VALUE

Shows how much, on average, customers are spending on each purchase. Higher values usually indicate that consumers are either purchasing more expensive goods or more items during every sale. Manhattan solutions that can improve this KPI are Allocation and Replenishment, Order Management, Contact Center, Customer Engagement, and Point of Sale.

INVENTORY TURNOVER

This lean distribution metric measures the number of times the entire inventory moves through the warehouse over a specific time. This is an ideal metric for inventory planners to track, as it helps ensure that there is always an appropriate level of inventory. The Manhattan solution that can improve this KPI is Allocation and Replenishment.

DEMAND FORECAST ACCURACY

Measures the accuracy of forecasted demand against actual demand at an individual stock keeping unit (SKU) level. This measure is essential in understanding how well a retailer manages its inventory. For example, accurate demand forecasting can reduce the inventory required to satisfy consumer demand reliably. The Manhattan solution that can improve this KPI is Allocation and Replenishment.

ORDER CYCLE TIMES

Measures the elapsed time between releasing a shipment or order to a warehouse and when it is shipped. This metric indicates the efficiency of distribution processes, including picking/packaging and yard management. Manhattan solutions that can improve this KPI are Warehouse Management, Transportation Management, and Order Management.

DOCK TO STOCK RATE

Dock-to-stock cycle time measures the average time it takes a warehouse to take a product from the start of receipt to when it is put away and ready for fulfillment. Typically calculated in hours, this measure indicates the efficiency of your receiving and put-away process. Manhattan solutions that can improve this KPI are Warehouse Management and Slotting Optimization.

RETURNS DUE TO IMPROPER SHIPMENT

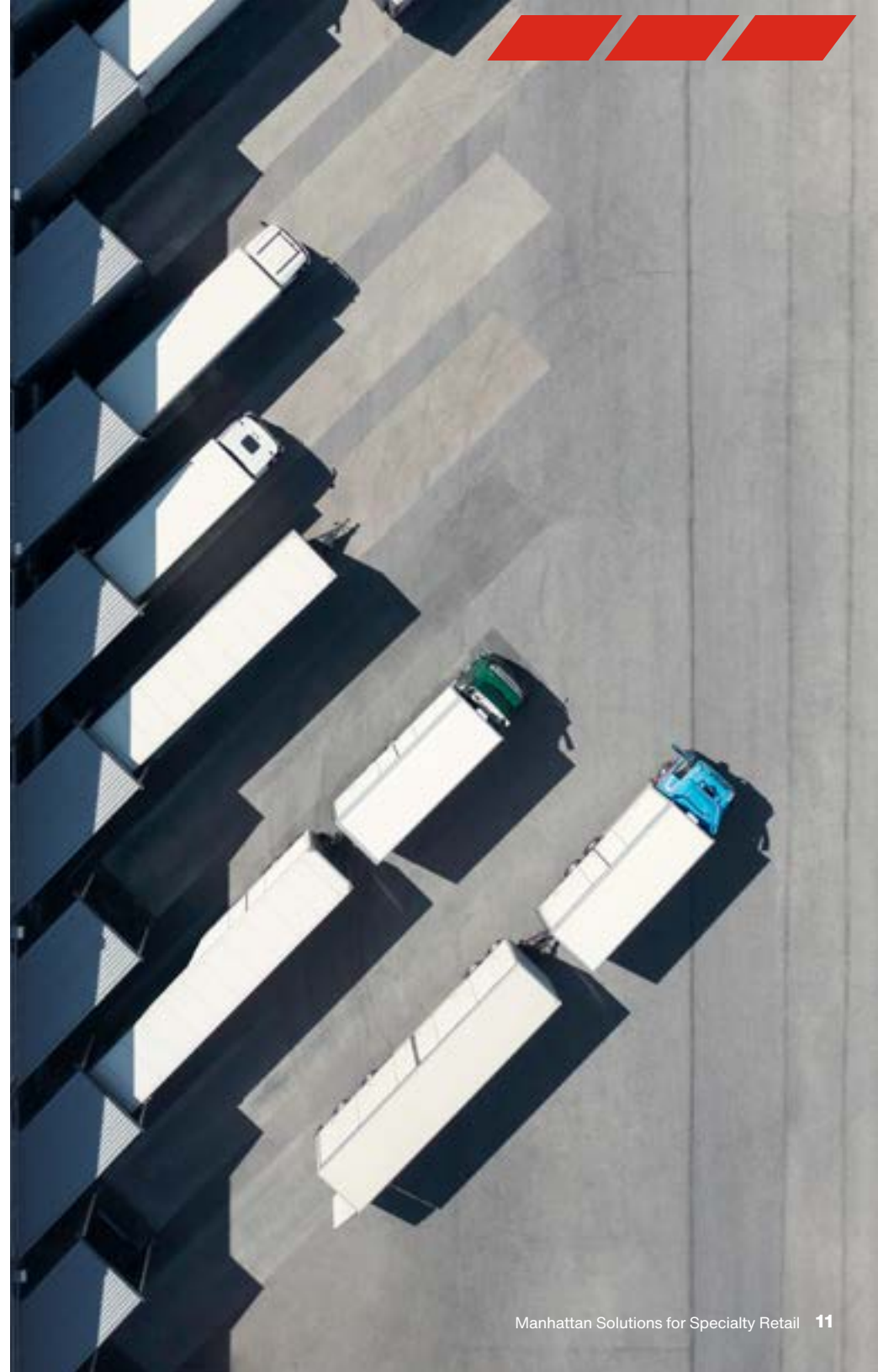
Tracks the number of returns from stores to distribution centers due to improper items being shipped as a percentage of total items shipped. The Manhattan solution that can improve this KPI is Warehouse Management.

TRUCKLOAD CAPACITY UTILIZATION RATE (CUBE)

Measures truckload utilization and can indicate loading optimization problems that result in overspending as well as increased fuel consumption and carbon emissions. The Manhattan solution that can improve this KPI is Transportation Management.

FUEL ECONOMY (MILES DRIVEN)

Assesses total miles driven and fuel utilized over a period of time. Route optimization can reduce miles, fuel usage, and carbon output. The Manhattan solution that can improve this KPI is Transportation Management.



How we help you succeed

Manhattan Omnichannel Commerce and Digital Supply Chain Solutions

Your business helps consumers live their best lives. While shoppers desire your latest collections of apparel, accessories, cosmetics, home furnishings, pet supplies, and more, they also expect you to provide exceptional customer service. They expect exciting products backed by expert service and support where they can conveniently explore, discover, and get what they want when needed.

Meeting customer expectations is becoming significantly more challenging, considering the operational headwinds of today's retail environment. Changing consumer preferences, rising inflation, increasing costs, decreasing labor availability, and lingering supply chain disruptions challenge revenue growth and stress profitability. These complexities necessitate your systems and processes to be resilient and agile from the warehouse to the store, stabilizing operational performance and activating the change needed to meet customer needs while improving margins.

Architected for responsiveness and optimized for greater efficiencies, Manhattan Omnichannel Commerce and Digital Supply Chain Planning and Execution solutions enable businesses like yours to be always resilient and highly agile in the face of rising business complexities. Built on Manhattan Active's cloud-native, microservices platform, these solutions provide crystal-clear visibility,

unprecedented control, and unlimited flexibility from the warehouse to the store to boost sales, increase margins, and improve customer satisfaction.

How does Manhattan help you optimize and succeed?

Supply Chain Planning solutions help you ensure that inventory is always available, using advanced Demand Forecasting to precisely match inventory levels to customer demand while avoiding costly oversupply. Innovative Inventory Allocation across all stores and distribution centers carefully aligns inventory to where it is expected to be consumed, optimizing inventory for omnichannel commerce.

Supply Chain Execution solutions harmonize warehouse/distribution and transportation to achieve peak productivity and efficiency. Manhattan Active Warehouse Management enables you to execute distribution accurately and efficiently from receiving to fulfillment, expertly navigating regulations, storage requirements, tracking requirements, labor challenges, and service-level agreements. Manhattan Transportation Management then routes items to their desired delivery location, with precise planning and execution supported by optimized carrier engagement to ensure timely delivery at the best cost.



Omnichannel Commerce solutions precisely orchestrate omnichannel commerce so that you can provide a unified and compelling sales and service experience anywhere along the customer journey. Manhattan Active Omni Order Management enables you to sell anywhere, engage anywhere, and fulfill anywhere, supported by applied intelligence to ensure fulfillment promises are kept and executed profitably. Manhattan Active Omni Store Inventory & Fulfillment facilitates precise inventory management and order fulfillment in stores, so shipping-from-store and pickup-from-store services can be executed cost-effectively and to customer expectations. Manhattan Active Omni Point of Sale fosters a differentiating in-store experience by empowering store associates to consult with customers, build relationships, and complete interactions expertly and frictionlessly. And Manhattan Active Omni Customer Engagement provides customer relationship management and insights across orders, interaction history, and customer preferences to support personalized customer interactions in any sales and service channel, including Digital Self-Service.

Manhattan deeply understands the criticality of omnichannel commerce and digital supply chain systems and processes to your brand reputation, sales growth, and profitability. This criticality drives us to provide the best experts, services, and support to make Manhattan's leading solutions work for each specialty retailer's unique business. Matured from the know-how gained from working closely with hundreds of specialty retailers, Manhattan provides the...

- **Leading supply chain planning, supply chain execution, and omnichannel commerce solutions,**
- **Built on a highly flexible and scalable cloud-native and microservices architecture,**
- **Delivered and supported by experts in unified commerce and digital supply chain planning and execution,**

...that enable you to commerce confidently in the face of any customer demand or business complexity.

Why Manhattan

Manhattan Omnichannel Commerce and Digital Supply Chain Solutions

Our deep understanding of specialty retail operations improves business outcomes.

Manhattan has built valuable expertise working with hundreds of specialty retailers worldwide. Manhattan solutions and services result from this experience, and Manhattan's expertise creates real, measurable business outcomes and value for our customers. Consider fashion and lifestyle retailer Foschini's view of Manhattan:

“Manhattan's retail and domain expertise made it an obvious choice for us. The company is ranked highly by independent analysts but has high-caliber customer testimonies to give us the proof we needed. We wanted a partner that we could learn from and one that would enable us to interact with similar businesses to share experiences of specific challenges and opportunities.”

Our feature-rich solutions support the most sophisticated specialty retail business requirements.

Manhattan delivers solutions to optimize specialty retailers' operational efficiency and customer experience from across their business. Manhattan's know-how and technology innovation combine to form long-lasting solutions to supply chain problems and improvement opportunities. Consider this perspective from David's Bridal:

“With Manhattan, we've gained a partner we can grow with. I can't say enough about the people that work with us. It's as if they have become a part of David's Bridal, anticipating our requirements and delivering solutions that meet the needs of our business.”

Our cloud-native, microservices technology drives resilient and agile specialty retail operations.

Manhattan solutions provide clear visibility, unprecedented control, and differentiating agility from warehouse to store and planning to execution. Manhattan solutions' cloud-native and microservices architecture is flexibly composable and configurable to enable new processes, experiences, and outcomes quickly and cost-effectively. Optimized through data sciences and aligned through behavioral sciences, Manhattan solutions create work environments that foster the best of humans and automation executing together to drive greater efficiency and productivity.

Consider this perspective from leading industry analysis:

The Leader in the 2022 Gartner® Magic Quadrant™ for Warehouse Management Systems for the fourteenth consecutive time, Manhattan's solution is differentiated from others in both the depth and breadth of its core supply chain execution capabilities. Manhattan is a 2022 Gartner Magic Quadrant Leader for Transportation Management for the fourth consecutive year, displaying a strong understanding of key trends influencing the decisions of TMS buyers, including its continued focus on transportation and overall supply chain convergence. Manhattan also is the leader in Order Management Systems, as evaluated by Forrester Research, which stated that Manhattan Order Management is the most comprehensive solution in the market.

Find the capabilities to help you improve

Manhattan Active® Supply Chain Commerce Solutions

Flexibility is at the core of Manhattan solutions, allowing you to leverage the capabilities needed to solve your most pressing business challenges and improve operational performance and customer satisfaction. You may want to naturally converge every element of warehouse management, fulfillment, and transportation to achieve peak productivity and cost savings. Possibly, your focus is to improve warehouse productivity and capacity by adding improved warehouse execution with greater automation. Or maybe you want to implement robust order management with store inventory and fulfillment capabilities to expand and optimize omnichannel fulfillment. Regardless of the need, you can find a Manhattan Omnichannel Commerce or Digital Supply Chain solution replete with the technical advantages of the Manhattan Active platform: a cloud-native architecture that automatically scales when needed, never requires upgrading, and is fully extensible at the user interface, data, and network levels with more than 10,000 APIs available. Here is a quick synopsis of the recommended Manhattan solutions for improving and optimizing your systems and processes:

Supply Chain Planning Solutions



MANHATTAN ACTIVE ALLOCATION AND REPLENISHMENT

Manhattan Active Allocation and Replenishment continuously monitors and automatically fine-tunes inventory, enabling accurately positioned inventory across your distribution and store network to reduce the risk of stock-outs or oversupply. Demand Forecasting with Omni Inventory Optimization allows near real-time inventory-levels sharing with your buyers and planners, providing valuable visibility and insights into a wealth of structured and unstructured inventory data. The power of predictive forecasting accuracy automatically identifies ranges of outcomes based on demand factors, improving the accuracy of inventory with probabilistic guarantees. Allocation capabilities optimize short-lifecycle inventory across stores and distribution centers with full awareness of, and alignment with, how and where you expect inventory to be consumed.

[Learn More](#)



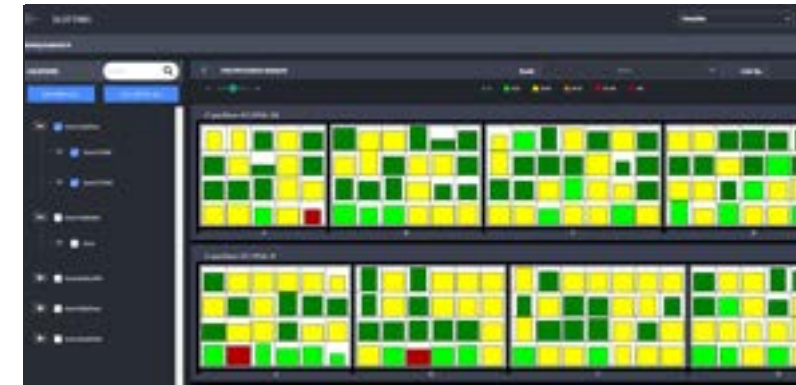
Supply Chain Execution Solutions



MANHATTAN ACTIVE WAREHOUSE MANAGEMENT

Manhattan Active Warehouse Management gives you greater visibility and control over warehouse and fulfillment operations by providing highly actionable, real-time operational data visualizations across every facility and integrated, direct communication with the workforce. It is infused with artificial intelligence to refine warehouse/distribution center process optimization. This technology accelerates the flow of goods and information, enabling flawless execution across inventory, labor, advanced automation, robotics, and physical space. With the intelligence and flexibility of Order Streaming, distribution centers can dynamically scale to accommodate any quantity of any workflow (e.g., bulk orders to stores or individual items to consumers) in real-time, simultaneously, to maximize throughput and utilization.

[Learn More](#)



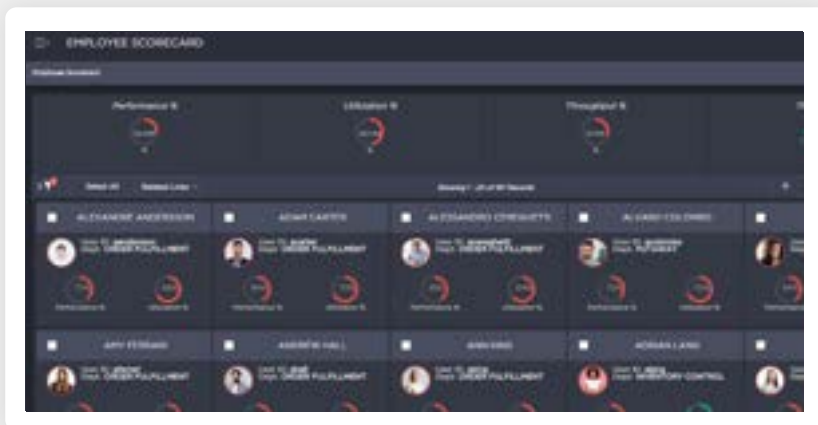
MANHATTAN ACTIVE SLOTTING OPTIMIZATION

Manhattan Active Slotting Optimization, a feature of Warehouse Management, provides unique, seamless integration of slotting moves and picking, engineered as part of overall distribution center optimization. It continuously optimizes slotting by analyzing seasonality, sales trends, and product variations, using applied intelligence while maintaining preferred-item sequencing and family groupings.

[Learn More](#)



Supply Chain Execution Solutions



MANHATTAN ACTIVE LABOR MANAGEMENT

Once we understand what drives human desire, aspiration, and behavior, we can develop techniques and intuitive tools to create a more individual and rewarding work experience. Manhattan Active Labor Management uses data-driven gamification, real-time digital communication, automatic recognition, rewards programs, and more to move beyond labor management to true employee engagement and performance.

[Learn More](#)



MANHATTAN ACTIVE TRANSPORTATION MANAGEMENT

Manhattan Active Transportation Management is the fastest, smartest, and easiest way for you to manage transportation planning and execution. Capabilities such as multimodal optimization, unified logistics control, and pre-integrated rate and capacity management enable you to optimize routes, improve visibility, accelerate planning, and lower the cost of shipping while reducing carbon emissions.

[Learn More](#)

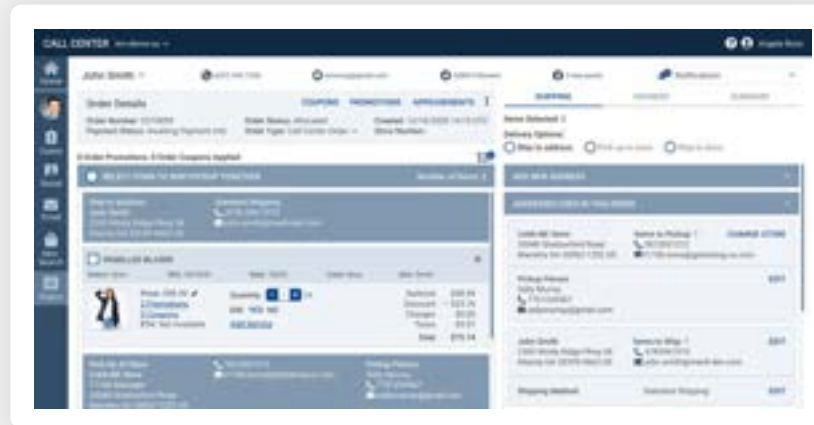
Omnichannel Commerce Solutions



MANHATTAN ACTIVE OMNI ORDER MANAGEMENT

Manhattan Active Omni Order Management optimizes omnichannel fulfillment, managing the complete, end-to-end order life cycle — from initial inventory availability check to order capture to fulfillment execution. It provides a single source of truth for anything and everything related to orders and orchestrates each step of order fulfillment. Any channel can use the solution's ordering services to create new or change orders/returns, including inventory availability checks, delivery selection, and payment settlement. Enterprise Inventory provides a real-time view of perpetual inventory across every fulfillment location in the enterprise, including in-transit, on-order, and fourth-party-owned/fulfilled inventory. Inventory availability is fine-tuned by our Available to Commerce advanced constraint engine, which allows you to define and reconfigure views or scenarios to match consumer desire (e.g., product, location, delivery time) to the correct inventory units. Geography, merchandising, logistics, finance, and other characteristics are used to turn inventory visibility into accurate availability that ensures you can keep your customer order promises. This advanced logic also determines the optimal fulfillment route to meet an order promise at the best cost.

[Learn More](#)



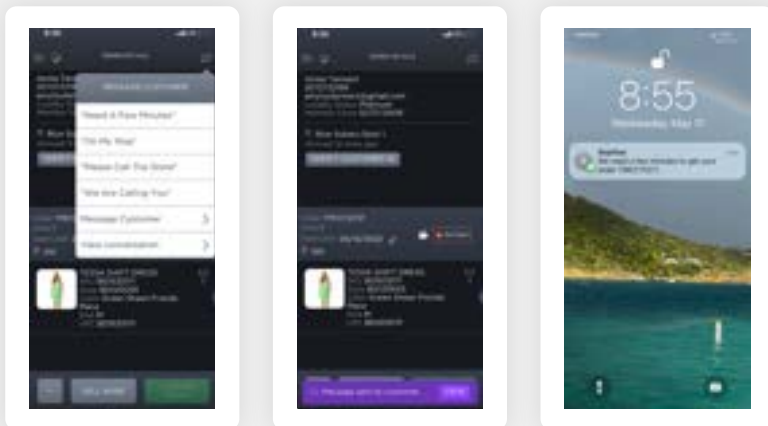
MANHATTAN ACTIVE OMNI CONTACT CENTER

As part of Order Management, Manhattan Active Contact Center gives customer service associates the information and capabilities to create indelible omnichannel experiences. It helps you preserve positive customer impressions by assisting associates in solving problems, such as processing a return, quickly and easily, whenever customers contact customer service. Through a user interface optimized for contact center work environments, this solution provides access to orders and returns across your brands and channels from a single dashboard, enabling associates to quickly view and take action on customer activity. Associates can also capture sales in the contact center supported by robust item search, detailed product and pricing information, inventory availability, delivery estimate, and payment.

[Learn More](#)



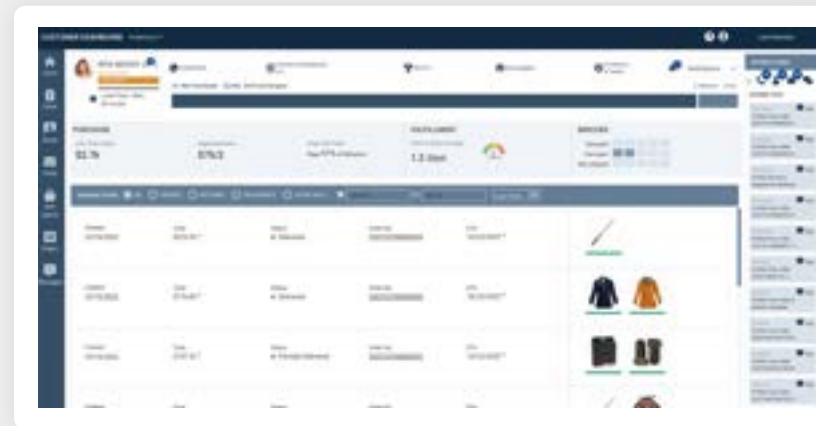
Omnichannel Commerce Solutions



MANHATTAN ACTIVE OMNI DIGITAL SELF-SERVICE

As part of Order Management, Manhattan Active Digital Self-Service enables your customers to inquire, adjust, and recast their experience digitally from the comforts of their computer, mobile device, or virtual assistant. Deployed on your digital property, the solution enables customers to check on order status, initiate returns and label printing, extend the window on store pickup orders, and more. With native virtual assistant support technology, you can take advantage of the explosion in conversational device commerce. The entire virtual customer engagement is managed by Manhattan, including initial vocal registration and authentication. Once connected, the consumer may initiate a return, cancel an order, or even request a callback from customer service. Beyond reducing friction for customer inquiries, Digital Self-Service also helps lower costs and free dedicated support from performing tasks that many consumers would instead manage themselves.

[Learn More](#)



MANHATTAN ACTIVE OMNI CUSTOMER ENGAGEMENT

Manhattan Active Customer Engagement, an add-on to Order Management, provides customer relationship management capabilities that equip you with the information and tools to listen to when, where, and how your customers shop and communicate about your brand. Combining unstructured data — like social conversations — with real-time data on customer orders, historical transactions, and tendencies, Customer Engagement presents actionable customer insight in any channel, enabling you to proactively view the customer's experience with your brands and take action to deliver positive outcomes. Productivity tools, including case management and customer service representative work queues, improve the efficiency of how you handle customer inquiries. Communication tools, including two-way text, chat, social, mail, and in-app exchanges, make it more convenient for your customers to interact with your business.

[Learn More](#)



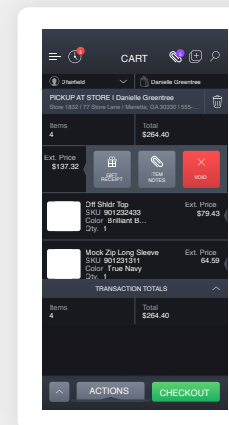
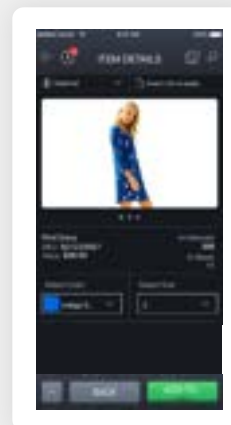
Omnichannel Commerce Solutions for Retail Stores



MANHATTAN ACTIVE OMNI STORE INVENTORY & FULFILLMENT

Inventory management and order fulfillment actions, traditionally reserved for distribution centers, are now conducted in stores to handle shipping or pickup from stores. Manhattan Active Store Inventory & Fulfillment provides store associates with the tools to help them succeed at performing their new roles and meet rising customer expectations for fulfillment speed and accuracy. With complete command and control of inventory and fulfillment from a single, responsive interface at their fingertips on their mobile device, store associates are empowered with the information and tools to manage picking, packing, staging, and shipping expertly. Improving the accuracy of store inventory is at the foundation of an omnichannel offering that delights customers. Manhattan Store Inventory & Fulfillment enhances the efficiency and accuracy of how associates handle inventory management activities, from store replenishment and site-to-store orders to pullbacks and transfers, whether by load, case, carton, or item. And the solution is natively RFID-ready, which provides continuous and automatic updates on the availability and location of store inventory to improve accuracy and accelerate picking.


[Learn More](#)



MANHATTAN ACTIVE OMNI POINT OF SALE

Manhattan Active Omni Point of Sale fixates on improving the store associate experience so your associates can provide exceptional personalized service to your customers. A single, modern associate user experience for all store selling, service, and fulfillment activities, intuitively presented on mobile devices and fixed terminals, empowers associates to consult with customers and build relationships anywhere in the store. Access to Customer Engagement, including a customer's complete history with your business, facilitates store associates' ability to personalize customer interactions. Clienteling tools — including wish lists, appointment setting, and lookbook sharing — heighten personalization. Rich product catalog data, like materials and sourcing information, enables associates to respond to customers' most challenging product questions quickly and accurately. Store associates can also easily see available inventory across your business (stores, distribution centers, distributors, manufacturers, and even inbound transit) and become omnichannel closers who never lose a sale when an item or size is unavailable in store inventory. And expedited checkout is the norm with mobile checkout with contactless payments, shared payment terminals, and simplified returns. With Manhattan Point of Sale, store associates can provide fast and exceptional service that becomes a pillar of your brand.

[Learn More](#)



**See how we help
leaders like you
succeed**



David's Bridal Finds the Perfect Marriage with Manhattan Associates

Manhattan solutions: [Warehouse Management](#), [Order Management](#), [Replenishment](#), [Store Inventory & Fulfillment](#)

David's Bridal provides one-stop shopping for exquisite bridal gowns, bridal party attire, special occasion dresses, and accessories at more than 300 stores. The company first partnered with Manhattan Associates to automate its warehouse processes, enable its growth, and improve order accuracy. Balancing customer demand with supply became more challenging as the company took on more retail locations and broadened its inventory selection. To ensure customer satisfaction and keep pace with consistent growth, David's Bridal required more visibility of its inventory and a centralized ordering system.

The company upgraded its Manhattan Warehouse Management and Manhattan Order Management solutions to centralize all orders into one repository for enterprise-wide fulfillment. David's Bridal now procures items across its supplier network, minimizes delivery times, and closely monitors performance across its supply chain. David's Bridal customers enjoy a nearly 100% on-time delivery rate of their gowns — a number most other retailers never touch.

[Learn More](#)

“With Manhattan Associates, we've gained a partner we can grow with. I can't say enough about the people that work with us. It's as if they have become a part of David's Bridal, anticipating our requirements and delivering solutions that meet the needs of our business.”

**Jeff Warzel, Senior Vice President,
Supply Chain, David's Bridal**

**David's Bridal customers enjoy
a nearly 100% on-time delivery
rate of their gowns**





Under Armour Gears Up for Explosive Growth with Manhattan Associates Supply Chain Solutions

Manhattan solutions: [Warehouse Management](#), [Slotting Optimization](#), [Extended Enterprise Management](#)

Sportswear leader Under Armour's mission statement is always at play: "To make all athletes better through passion, science, and the relentless pursuit of innovation." To deliver on this promise, Under Armour operates under the premise that it must provide superior products and customer service, build a great team, and tell a compelling story. As the company expanded, it outgrew its warehouse management system (WMS) and manual processes. It needed to replace its WMS with a solution that provides enhanced automated capabilities to efficiently manage growth without adding operational costs.

Today, Under Armour's distribution centers are running lean and mean with Manhattan Warehouse Management. To improve visibility into its inventory and enhance communication with vendors, the company leverages Manhattan Extended Enterprise Management. And to further improve inventory accuracy and functionality, Under Armour uses the Manhattan Slotting Optimization solution. The company has reduced the need for overtime and improved the overall accuracy of its warehouse efforts. In its highest shipping volume month since deploying Manhattan, Under Armour did not need to add labor overtime – a first for the company.

[Learn More](#)

"We met with several industry players; however, it was clear Manhattan had the most mature product offering not only in the warehouse management niche, but also in our vertical market. They understand exactly what's needed to drive profitability and customer satisfaction in the apparel industry."

Eric Olsson, Director of Distribution Systems, Under Armour



URBAN OUTFITTERS

Urban Outfitters Optimizes Its Supply Chain Using Manhattan's Platform

Manhattan solution: [Warehouse Management](#)

Lifestyle retailer Urban Outfitters inspires customers through a unique combination of product, creativity, and cultural understanding. As the company expanded across North America and Europe through additional locations and direct-to-consumer offerings, it needed a warehouse management system that could grow with it. With growth straining its existing systems, Urban Outfitters decided to transform its operations onto a common supply chain process platform that could tie its operations together. Goals for the new solution included increasing process efficiency, improving supply chain visibility, and strengthening performance measures.

Urban Outfitters replaced its multiple systems and labor-intensive processes with the Manhattan Warehouse Management system. The solution improved its distribution processes, integrated with existing technologies, and supported the direct channel's high volumes of small orders. The company obtained a significant return on its investment with Manhattan, including a 66% reduction in receiving turn time, a 60% rise in put-away efficiency, and a 35% reduction in total headcount.

[Learn More](#)

“We look for lasting relationships — with our customers and with our vendors. The first implementation was a great success, and we consider Manhattan Associates a trusted partner that will grow with us as we continue to expand our global operations.”

Mike Sparks, Director of Supply Chain Systems, Urban Outfitters

66% reduction in receiving turn time, a 60% rise in put-away efficiency, and a 35% reduction in total headcount.





RH (Restoration Hardware) Furnishes Distribution Center with Manhattan Associates

Manhattan solution: [Warehouse Management](#)

RH (formerly named Restoration Hardware) is a leading purveyor of premium home merchandise throughout the United States and Canada. Its stores and rapidly growing direct-to-consumer business include catalogs and ecommerce sites that offer high-end linens, furniture, bath ware, hardware, and lighting fixtures. To ensure the strength of its brand and cut operating expenses, the company decided to phase out its third-party logistics provider and open its own distribution facility.

RH moved its outsourced inventory into the new distribution center and deployed the Manhattan Warehouse Management solution. The company realized significant cost-saving benefits, including a 22% reduction in its cost per carton and a 10% cut in small-package transportation costs. In addition, inventory shrinkage improved by more than 40%, and returns due to inaccurate fulfillment decreased by more than 30%.

[Learn More](#)

“We are a premium multi-channel, multi-brand business. Efficient warehouse management using Manhattan’s solution has allowed us to provide our customers with the value, style, and quality they expect with our products and service.”

Ken Dunaj, Executive Vice President and Chief Operating Officer, RH

Inventory shrinkage improved by more than 40%, and returns due to inaccurate fulfillment decreased by more than 30%.

TALLY WEIJL

Tally Weijl Pins Growth Ambitions for Europe and Middle East on Support from Manhattan Solutions

Manhattan solution: [Warehouse Management](#)

Tally Weijl, a Swiss company, is one of Europe's most successful women's clothing fashion retailers, selling through more than 800 stores and 14 online shops. Against a background of strong growth, Tally Weijl had to rethink its supply chain system infrastructure, including warehouse management, to support its continued progression. It also wanted to achieve specific operational objectives, especially in terms of productivity in its picking operation and in its time to complete store orders.

Tally Weijl chose the Manhattan Warehouse Management system to power its growth. The company selected the solution for several reasons, including its powerful pre-integrated supply chain solution components and its ability to handle competently and reliably the most complex of supply chains. With Manhattan, Tally Weijl improved the efficiency of its picking operation by 20% by reducing and optimizing the physical moves made by warehouse operatives. The improvement in picking efficiency and other changes helped the company improve order processing for store replenishment by 35%.

[Learn More](#)

“The new systems have allowed us to meet our twin objectives of streamlining and optimizing our distribution operations, and the benefits we have realized have exceeded our expectations.”

Alexis Bischoff, Supply Chain Director,
Tally Weijl

Improved the efficiency of its
picking operation by 20%.



SEM/R

Semir Implements Agile Supply Chain to Support Multi-Channel Business

Manhattan solution: [Warehouse Management](#)

The Semir Group is a leading and well-known apparel company in China. The company sells its merchandise via 7,500 sales outlets trading under the Semir and Balabala labels and via a robust online offering. The specialty retailer needed a highly intelligent supply chain technology platform to manage the short lead times that exist within the apparel industry, the increasingly discerning nature of customers, and the complexity of SKUs in its warehouses.

Semir implemented the Manhattan Warehouse Management solution for its ability to deliver measurable ROI and productivity gains in inventory management, labor management, warehouse efficiency, and physical space utilization. Since implementing the Manhattan solution, Semir has seen picking efficiency improve by 60% and warehouse space utilization improve by 30%. Labor costs have decreased by 40% as Semir's supply chain managers have a clearer picture of individual workers' performance and can forecast future staffing requirements better. By accelerating goods flows, Semir can now process 350,000 individual pieces in a 7-hour order preparation window.

[Learn More](#)

“We appreciated Manhattan’s expertise in helping us handle order fulfilment faster and more efficiently, and its technology allows us to effectively handle our diverse and fast-changing SKU mix.”

Zhang Zhenlin, Logistics Director, Semir

Improved picking efficiency
by 60% and warehouse space
utilization by 30%.

PET SUPPLIES PLUS

Pet Supplies Plus Lays a Foundation for Growth with Manhattan Solutions

Manhattan solutions: [Omni Inventory Optimization](#), [Warehouse Management](#), [Labor Management](#), [Slotting Optimization](#)

Pet Supplies Plus is one of the largest specialty pet retailers in the United States, with 325 owned and franchised stores across 25 states. After 22 years of independent operation, the company came under private equity ownership, which entailed changing to an all-franchise model. At the same time, the company decided to restructure its distribution center and processes. These changes required new information systems to help the company standardize business processes, increase productivity, improve order accuracy, and reduce inventory investment.

To support its new direction and achieve its objectives, Pet Supplies Plus implemented Manhattan's Inventory Optimization, Warehouse Management, Labor Management, and Slotting Optimization solutions. The company quickly reduced distribution center inventory by 10% and exceeded its service-level goals by nearly two points. The forecasting capability in Inventory Optimization, which forecasts both fast-moving and slower-moving products, has been essential in helping Pet Supplies Plus achieve its goals.

[Learn More](#)

“The features and functions of Manhattan’s systems have been very robust and flexible. We’ve already realized significant value from choosing Manhattan’s platform of integrated supply chain applications. We expect to see even more value in the future.”

**Miles Tedder, Chief Operating Officer,
Pet Supplies Plus**

**Reduced distribution center
inventory by 10%.**



Floor & Decor Unveils New Look with Manhattan Demand Forecasting and Replenishment

Manhattan solutions: [Demand Forecasting and Replenishment](#), [Order Management](#)

Floor & Decor is a leading specialty retailer of hard surface flooring, offering a wide variety of in-stock tile, wood, related tools, and flooring installation materials. The company has become one of Fortune's 100 fastest-growing companies. It needed business capabilities that adapt to and support its accelerated growth strategy, including facilitating rapid assortment changes, improving short- and long-term demand forecast accuracy, reducing lost sales, and more.

Due to their long-standing success using Manhattan's Warehouse Management and Transportation Management systems, Floor & Decor turned to Manhattan for inventory assistance and implemented Manhattan's Demand Forecasting and Replenishment. The solution's ability to automatically select the best forecast policy for each SKU supports the company's varied assortment of SKUs, many of which have extended lead times. With Manhattan's Demand Forecasting and Replenishment solutions, Floor & Decor is improving demand forecast accuracy, in-stock levels, and inventory turnover while reducing nonproductive inventory across its entire supply chain network.

[Learn More](#)

"The primary goal of the project was to improve order projections and long-range forecasts, allowing for improved purchasing and flow into the distribution center and enhanced service at the store level. This will, in turn, provide better financial projections to business leadership to support Floor & Decor's rapid growth."

Darryl Aldridge, Senior Director, Inventory, Floor & Decor





Super Retail Group Reduces Fulfillment Costs with the Flick of a Switch

Manhattan solution: [Order Management](#)

Super Retail Group holds leading positions in the growing high-involvement lifestyle categories of auto, sports, and outdoor leisure across Australia, New Zealand, and China. Its customers can experience its brands whenever and however they choose via a network of more than 670 stores or via digital capabilities. The company's ecommerce growth came at a high cost due to its online order fulfillment system allocating orders based on customer proximity without considering the actual cost to fulfill. As a result, more than 20% of home delivery orders were shipped interstate at a higher cost, despite the company having the items in stock in the state. Super Retail Group needed a new order management system that would keep customer order promises and do so while minimizing fulfillment costs.

As part of its omni-retailing strategy, Super Retail Group migrated to Manhattan Order Management. The company is now competitively positioned to execute online order fulfillment to meet exact customer promises around delivery times at lower costs. The new system accommodates order fulfillment routing changes within minutes, helping Super Retail Group significantly reduce fulfillment costs.

[Learn More](#)

“The Manhattan solution is highly adaptable and responsive. Even implementing it virtually and operating throughout the challenges of COVID-19, the new system has been able to accommodate major order and fulfillment routing changes within minutes. With the new system, we were able to change our fulfillment logic and immediately reduce fulfillment costs – even achieving our 12-month [cost savings] goal on day one, which is a remarkable result.”

Brian Townshend, General Manager, Omni-Retail, Super Retail Group





In A Crisis, Kendra Scott Pivots to Ship-From-Store Capabilities with Manhattan

Manhattan solutions: [Store Inventory & Fulfillment](#), [Order Management](#)

Kendra Scott is a leading fashion accessories retailer selling directly from its website, in more than 100 U.S. stores of its own, and through partner department stores and specialty boutiques. Like other retailers, the COVID-19 pandemic hit Kendra Scott hard, shuttering stores and hampering fulfillment processes. The company needed a solution to help meet customer demands despite the operational complexities created by the crisis.

Today, using Manhattan Store Inventory & Fulfillment, Kendra Scott offers both ship-from-store and curbside pickup. Manhattan's intuitive interface allowed the company's store associates to quickly start fulfilling orders while following health and safety measures as advised by the CDC. Store sales, severely restricted by the crisis, began opening back up. Ship-from-store also allowed the company to maintain its Kendra Gives Back program by virtually supporting worthy causes and communities. Instead of in-person donations, Kendra Scott assigned ecommerce coupon codes with items fulfilled from its stores.

[Learn More](#)

“Thanks to this effort, inventory in our stores, distribution center, and our 3PL are now connected. We’ve successfully hosted hundreds of virtual Kendra Gives Back events and have launched curbside pickup as well.”

Tom Nolan, President, Kendra Scott



PVH

Rapid Launch of Ship-from-Store Fuels PVH's Ecommerce Boom

Manhattan solution: [Order Management](#)

PVH is one of the world's most admired fashion and lifestyle companies with a portfolio that includes the iconic Calvin Klein, Tommy Hilfiger, Van Heusen, IZOD, Arrow, Warner's, Olga, and Geoffrey Beene brands, as well as the digital-centric True & Co. During the COVID-19 pandemic, demand through PVH's digital channels grew exponentially, driving the need to access in-store inventory to expand consumer options and enable the fulfillment of orders.

PVH took advantage of its longtime partnership with Manhattan Associates and the flexibility and agility of Manhattan Order Management to leverage store inventory for order fulfillment. In just three weeks, fulfillment processes were rerouted, expanding the capacity for ecommerce sales and increasing the available assortment for online shoppers. With Manhattan, PVH has successfully incorporated ship-from-store efforts into its regular fulfillment model to maximize sales and meet customer expectations for fast, convenient shopping.

[Learn More](#)

“The events of 2020 have accelerated retail and ecommerce operations forward. With quick, creative thinking and the right partner, we were able to pivot operations, satisfy our customers, and prepare for the future.”

David Herridge, Executive Vice President, Global Value Chain Technologies, PVH





Brooks Brothers Handles Skyrocketing Digital Orders with Manhattan Order Management

Manhattan solutions: [Order Management](#), [Store Inventory & Fulfillment](#), [Point of Sale](#)

Brooks Brothers, the oldest American apparel brand dating back to 1818, sells clothing for men, women, and children and home furnishings through its 170 stores and online channel. The COVID-19 pandemic required the company to quickly change its sales and fulfillment strategy to 100% ecommerce.

The company selected Manhattan Order Management in 2018 to optimize its ecommerce fulfillment capabilities. Manhattan Order Management transformed Brooks Brothers' omnichannel capabilities, and the retailer was able to leverage the solution's best-in-class scalability and visibility to keep up with the influx of ecommerce orders that arrived due to the pandemic and during the hectic holiday season that followed. The solution was essential in helping Brooks Brothers stay afloat during the pandemic when its ecommerce orders skyrocketed overnight from 35% to 100% of all orders, including leveraging inventory from its stores to fulfill orders.

[Learn More](#)

“We'll have a unique situation where we have order management, promotion, store inventory management, and point of sale all connected. From an endless aisle perspective, I like to call that ‘The Holy Grail.’ ”

**Todd Treonze, Senior Vice President and Chief Information Officer,
Brooks Brothers**



PAC SUN

PacSun Introduces Ship-from-Store with Help from Manhattan

Manhattan solutions: [Order Management](#), [Store Inventory & Fulfillment](#), [Point of Sale](#)

PacSun is a leading lifestyle apparel brand offering an exclusive collection of the most relevant brands and styles to a community of inspired youth. Through 350 stores and PacSun.com, the company sells products from leading brands such as Vans, Kendall + Kylie, Brandy Melville, Adidas, and Fear of God Essentials, in addition to its own PacSun brand. PacSun leveraged a legacy, on-premises order management system for years. However, it needed a new solution to revamp its omnichannel strategy and incorporate functions like ship-from-store and buy-online-pickup-in-store (BOPIS). The retailer required flexible software that could scale with the company's continued growth.

PacSun selected Manhattan Order Management to accelerate its omnichannel plan. In just two weeks, Manhattan and PacSun worked together to implement Manhattan Order Management and train employees remotely. Once up and running on the solution, PacSun shipped 40,000 ecommerce orders daily from its stores, experiencing the best margins in the retailer's history and avoiding aged inventory sitting on its shelves.

[Learn More](#)

“We think Manhattan Active Omni is the best-in-class order management system out there. We are very satisfied with it.”

Michael Relich, Co-CEO, PacSun



LAMPS PLUS

Manhattan Associates Deploys Manhattan Point of Sale in all Lamps Plus Stores

Manhattan solutions: [Order Management](#), [Store Inventory & Fulfillment](#), [Point of Sale](#)

Lamps Plus, the largest specialty lighting retailer in the United States, needed to upgrade its traditional point of sale (POS) system to a modern omnichannel experience. The company sought to provide its store associates with a holistic and comprehensive view of the customer, enabling them to anticipate and quickly respond to any customer need.

The company switched to Manhattan Point of Sale to realize its vision of customer-centric sales and service in its stores. The new POS supports the company's entire chain of lighting and home furnishing stores, bringing together selling, customer engagement, and store inventory and fulfillment to help store teams deliver customer experiences with a single omnichannel system of record for handling all customer interactions and transactions. The implementation, managed by Manhattan Associates, was completed in six months.

[Learn More](#)

“In just six months, Manhattan Associates has accomplished what it took a previous provider years to complete — and we’ve added significant new capabilities. The difference between this full omnichannel POS implementation and our previous POS deployment was substantial.”

Clark Linstone, Chief Financial Officer, Lamps Plus



DYNAMITE
GARAGE

Groupe Dynamite Modernizes Its Shopping Experience with Manhattan Active Point of Sale

Manhattan solutions: [Order Management](#), [Store Inventory & Fulfillment](#), [Point of Sale](#), [Customer Engagement](#)

Fashion retailer Groupe Dynamite, which owns the Dynamite and Garage fashion brands, creates, designs, markets, and distributes a regularly evolving collection to more than 300 retail stores in the United States and Canada. The company found that its progress toward offering true omnichannel commerce, such as BOPIS and ship-from-store, had been hampered by an aging POS system. To support its omnichannel strategy, the retailer decided to replace its existing system with a modern POS.

Groupe Dynamite selected the Manhattan Point of Sale solution to deliver a more modern, customer-centric shopping experience. The retailer uses Manhattan's Warehouse Management and Order Management solutions to manage the flow of products through its stores and Canadian distribution center, and the selection of Manhattan Point of Sale is an extension of the long partnership between the companies. The solution's advanced omni-cart and clienteling functionality will help the company provide a modern and personalized shopping experience to its customers.

[Learn More](#)

“We wanted to add the latest fulfillment methods, like buy-online-pickup-in-store and ship-from-store capabilities but were limited by a legacy POS with an inflexible architecture. Manhattan's POS solution will give our retail associates the state-of-the-art tools they need to provide a modern and personalized shopping experience.”

Marie-Soleil Tremblay, Senior Vice President, Sales and Operations, Groupe Dynamite





At Home Modernizes Omnichannel Customer Experiences and Improves In-Store Fulfillment With Manhattan Active Omni

Manhattan solutions: [Order Management](#), [Store Inventory & Fulfillment](#)

During the pandemic's ecommerce explosion that the industry had never witnessed before, At Home implemented Manhattan Active Omni to streamline its omnichannel capabilities. With the store fulfillment application and the digital self-service tool, At Home was able to streamline how its employees work and create a better experience for its customers.

[Learn More](#)

“At Home selected Manhattan Active Omni after going through a very thorough evaluation process. At the end of the day, Manhattan Active Omni was just ahead of the curve. The Manhattan team was extremely knowledgeable in the tool, so they really helped us navigate the best way to use and implement the tool to best fit the needs of our business.”

Lauren Tillman, Director, Omnichannel Operations, At Home





Notes/sources

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