Empowering Global Supply Chain Success:

Manhattan Associates & Sendflex Unified Offering

sendflex
TECHNOLOGY

Manhattan Associates and **Sendflex** have come together to offer a game-changing solution for supply chain execution, specifically tailored to optimize your warehouse and final-mile delivery processes. In today's fast-paced environment, fulfillment and intelligent carrier service selections need to operate at the speed of ecommerce – and Manhattan and Sendflex deliver.
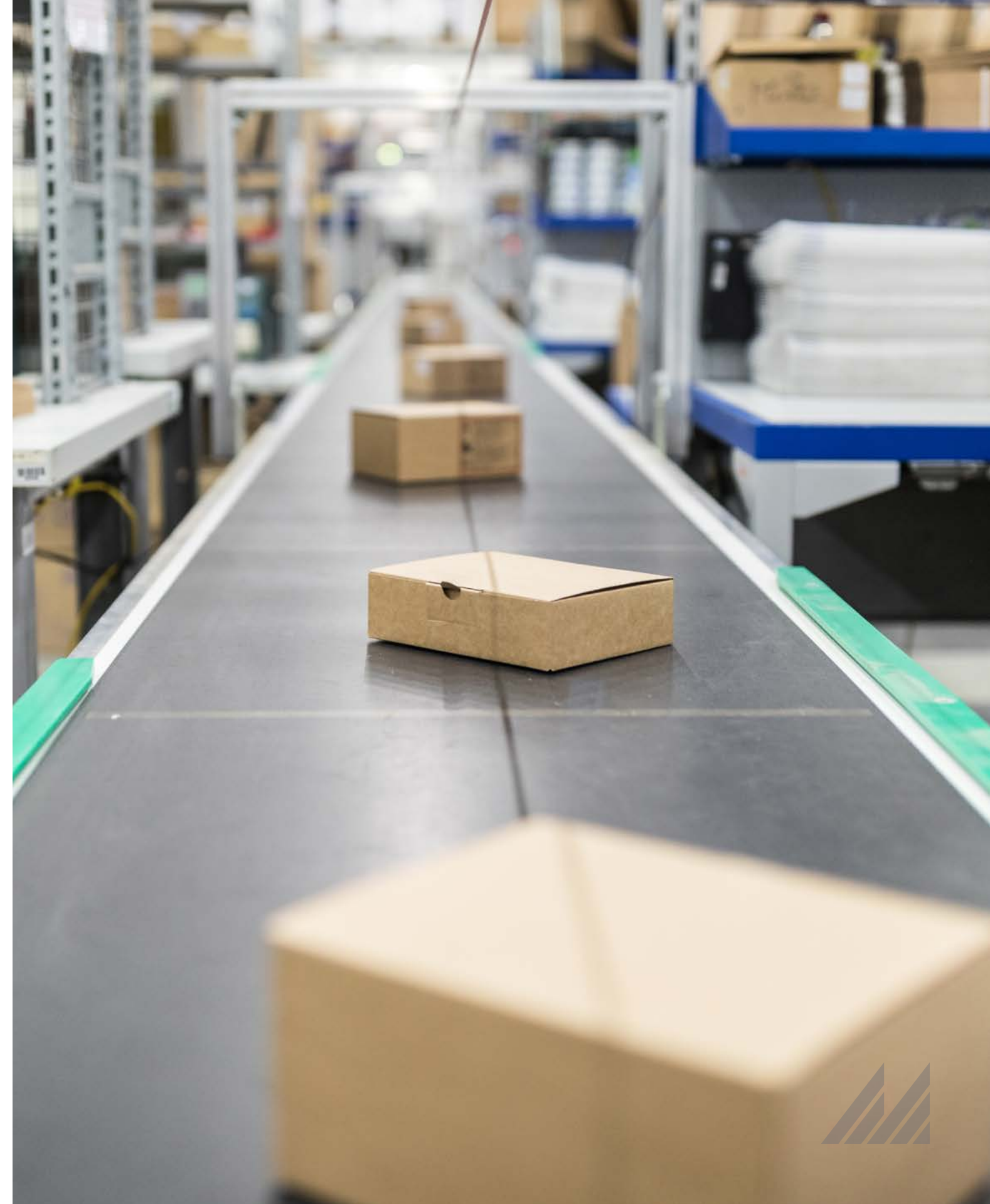
Leverage the combined strengths of two market leaders

In a rapidly evolving logistics and transportation landscape, businesses face unprecedented challenges and opportunities. To stay competitive and meet growing customer demands, companies must leverage advanced technology solutions that optimize every aspect of their operations. This white paper explores the powerful synergy between Manhattan Active® Supply Chain solutions (comprised of Manhattan Active Warehouse Management, Manhattan Active Transportation Management, Manhattan Active Yard Management and Manhattan Active Labor Management) and Sendflex Parcel TMS, two leading platforms designed to revolutionize transportation and logistics management.

Manhattan

Manhattan Associates is a global leader in supply chain commerce solutions. Their Manhattan Active Warehouse Management is a state-of-the-art, cloud-native platform that provides businesses with unparalleled capabilities in warehouse management and order fulfillment. With features like a warehouse execution system built directly within the warehouse management system, advanced optimization and robust user experiences, the Manhattan solution helps companies reduce costs, enhance productivity and meet customer service level goals.

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Sendflex specializes in addressing the many challenges logistics managers now face with the rapid expansion of ecommerce parcel volumes, diversified carrier networks, and decentralized, omnichannel shipping. Parcel management is much more complex than the days of sourcing to a single parcel carrier for deliveries out of a handful of locations. Sendflex's Parcel TMS platform offers shipping managers the no-code business-rule configuration they need to quickly adapt to dynamic changes in multi-parcel carrier management and evolving customer delivery demands.

The combined solution of Manhattan Active Warehouse Management with Sendflex Parcel TMS enhances operational efficiency, controls shipping costs and ensures compliance with regulatory requirements. Additionally, it provides real-world examples and case studies that showcase the positive impact of this integration on businesses.

By leveraging the combined strengths of Manhattan Active Warehouse Management and Sendflex, businesses can achieve a more streamlined, efficient and cost-effective transportation management process. This integration not only improves service levels and customer delivery experiences but also positions companies to navigate the complexities of modern logistics with greater confidence and success.

Optimize operations in an evolving logistics and transportation landscape

Manhattan Active Warehouse Management is designed to optimize warehouse operations with features such as real-time inventory visibility, advanced picking optimization, intelligent task creation and assignment, orchestration of work across human and automation, and more. Manhattan Active Warehouse Management stands out for its ability to reduce costs, enhance efficiency and support businesses in achieving their customer service goals.

Sendflex offers a robust suite of no-code optimization tools designed to reduce the time required to implement complex parcel carrier service selection and shipment processing decisions, thereby reducing costs while ensuring deliveries are made on time. At the core of Sendflex's Parcel TMS is an in-platform, high-speed optimization engine that can process 20,000 rates, times in-transit and business rules per second. This opens the door to "what-if" simulations to gain cost-saving insights that can be quickly operationalized with Sendflex's planning tool.

The logistics and transportation landscape is undergoing significant transformation. The explosive growth of ecommerce has led to a surge in parcel shipments, necessitating advanced warehouse management and carrier management solutions capable of handling high volumes while ensuring timely deliveries. Shippers are diversifying their carrier network to support deliveries from decentralized fulfillment locations, thereby increasing the complexity of deciding how, when and where to use carrier services. More dynamic carrier rating schemes and surcharges are contributing to the widening gap between what shippers expect to pay and the costs reflected in carrier invoices.

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34%

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Customer expectations have also evolved, with demands for faster, more reliable and transparent delivery services. Free shipping and returns, real-time tracking, accurate delivery windows and more personalized delivery choices are now essential to meet these expectations. In fact, a Sifted survey found that 34% of shoppers are more likely to complete a sales transaction when offered multiple delivery options.
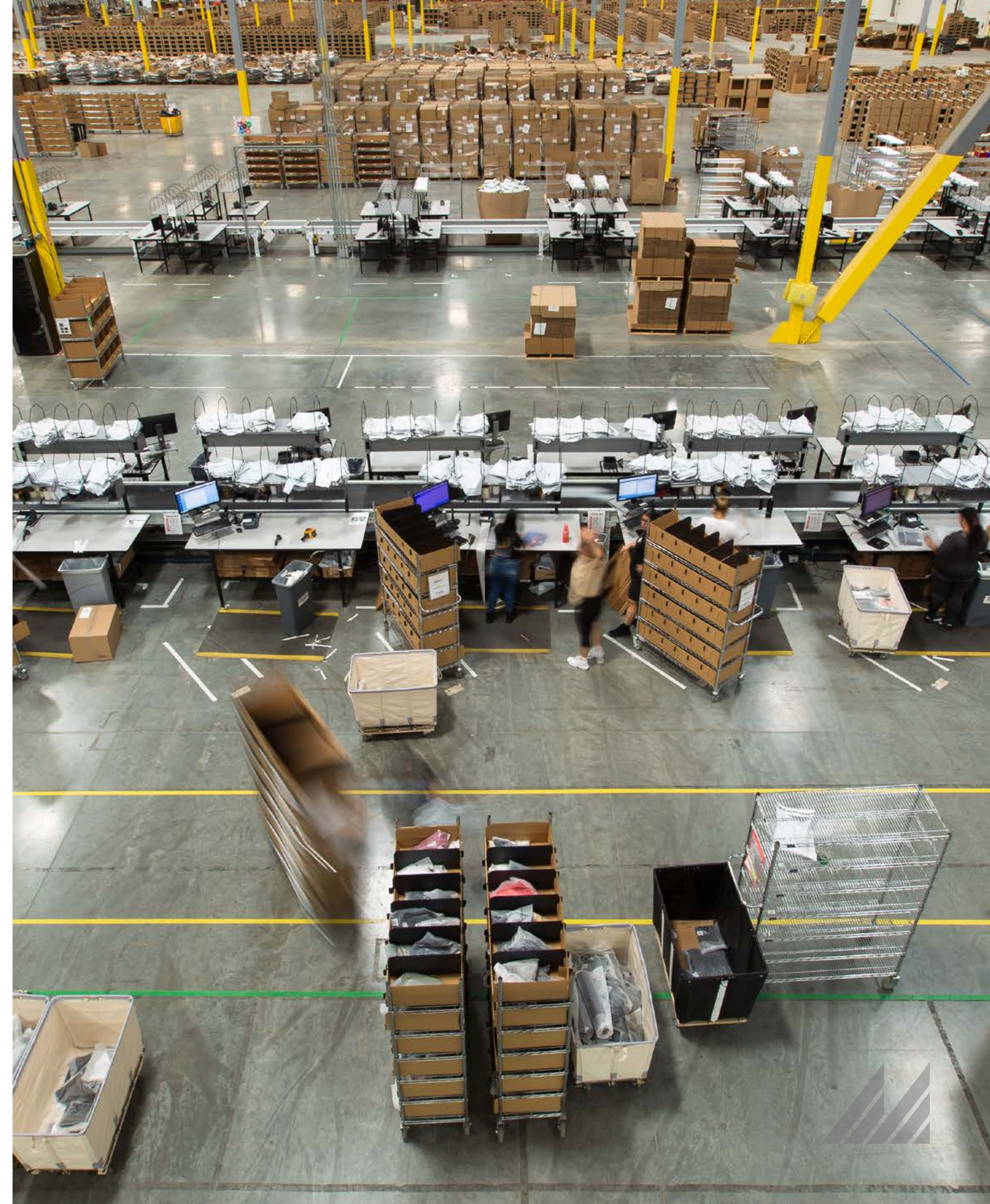
Moreover, technological advancements such as artificial intelligence, machine learning, and real-time analytics are enabling more efficient and effective transportation management, driving the need for modern, adaptable solutions.

The integration of Manhattan Active Warehouse Management with Sendflex Parcel TMS combines the strengths of both platforms to ensure seamless coordination between warehouse management and parcel shipping optimization, significantly enhancing operational efficiency. Advanced optimization tools from Manhattan Active Warehouse Management, paired with Sendflex's specialized parcel management capabilities, lead to the most efficient and cost-effective use of carrier services while improving service levels.

Key Features of Manhattan Active Warehouse Management

› **Unified Platform:** Manhattan Active Warehouse Management brings together all critical warehouse functions – labor, automation, slotting, and inventory management – under one seamless application, ensuring data flows effortlessly and optimizing processes across your entire network.

› **Real-Time Visibility:** From inbound receiving to outbound shipping, Manhattan Active Warehouse Management offers complete real-time visibility into operations, enabling your team to manage inventory with precision and react to changes instantly.

› **Advanced Cubing and Load Optimization:** Manhattan Active Warehouse Management Load Builder feature allows for optimal trailer utilization, reducing the number of trucks needed for transportation by building intelligent pallets and ensuring the most efficient use of space.

› **Sustainability and Efficiency:** By optimizing warehouse workflows and reducing manual interventions, Manhattan Active Warehouse Management directly contributes to sustainability goals. Features like carton optimization, dock door scheduling and dynamic task allocation reduce unnecessary energy consumption and cut operational costs.

› **Scalability:** Designed to grow with your business, Manhattan Active Warehouse Management is highly extensible. Whether you are scaling operations or introducing automation and robotics, this solution is built to evolve alongside your needs.

Key Features of Sendflex Parcel TMS

› **Modern Architecture:** Like Manhattan's Active suite, Sendflex is built on a cloud-native, microservices architecture designed to automatically scale to service high-performance requirements under load. Sendflex Parcel TMS is highly available and secure and ensures no scheduled downtimes with its continuous deployment process.

› **High-Speed Optimization Engine:** Carrier rating and time-in-transit APIs are too slow and unreliable for high-volume shippers. The Sendflex in-platform optimization engine is designed to process thousands of rates, times in-transits and user-defined business rules per second, supporting more intelligent shipping decisions in shopping cart and fulfillment.

› **No-Code Business Rules:** Custom programming static business rules to control shipping decisions is expensive and time consuming. With Sendflex, business users can configure carrier service selection rules based on cost, delivery promise, SKU attributes, dim factors, delivery area, carrier discount tiers, customer preferences and more.

› **Shopping Cart Optimization:** In addition to automating diversified carrier decisions and shipment processing with Manhattan Active Warehouse Management, Sendflex's optimization engine enables businesses to accurately calculate shipping costs and offer customer-specific delivery options in digital storefronts at super-high speeds.

› **Label and Forms Designer:** Sendflex enables shippers to easily modify standard shipping labels, forms, and document templates to promote their brand, make customer-specific offers or to comply with B2B documentation requirements.

Why Manhattan Associates and Sendflex?

With Manhattan, you are empowered to manage the complexities of modern supply chains with ease. Paired with Sendflex transportation capabilities, this solution maximizes both warehouse and transportation efficiency, creating an end-to-end, unified execution platform that drives results from the ground up.

This joint solution is designed to help you achieve:

> **Higher Order Accuracy:** Thanks to Manhattan Active Warehouse Management's intelligent order streaming and inventory accuracy, you can fulfill orders faster and more accurately than ever before. Sendflex takes all the guesswork out of cost-effective carrier selection processes.

> **Reduced Transportation Costs:** Manhattan Active Warehouse Management's load optimization capabilities help maximize trailer capacity, reducing the number of trucks needed and cutting costs. Sendflex identifies and avoids unnecessary surcharges and fees that bloat carrier invoices and erode margins.

> **Faster Time-to-Benefit:** Sendflex's out-of-the-box integration with Manhattan Active Warehouse Management's external parcel integration, coupled with its flexible, no-code approach to configurations, reduces implementation costs and time-to-benefit.

The integration of Manhattan and Sendflex ensures smooth coordination between warehouse management and parcel shipping optimization and enables businesses to achieve the most efficient and cost-effective use of carrier services. This combined solution also enhances operational efficiency through real-time visibility and control. Businesses gain a comprehensive view of their entire transportation network, enabling proactive management and quick resolution of issues. The real-time data sharing between systems supports dynamic response to disruptions, ensuring that shipments can be rerouted or adjusted as needed to maintain service levels.

Learn more

Whether it's reducing operational costs, improving order accuracy, or diversifying your final-mile delivery capability, the combined Manhattan and Sendflex solution empowers businesses to stay ahead in the ever-changing competitive landscape of supply chain execution.

Reach out to our experts today to learn more about how this unified solution can transform your operations.

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