

CASE STUDY

Crafting Operational Excellence: Michaels' Seamless Transition to Manhattan Active® Omni





As the leading creative destination in North America, Michaels operates over 1,300 stores in 49 states and Canada and online at [Michaels.com](https://www.michaels.com) and [Michaels.ca](https://www.michaels.ca). The Michaels Companies, Inc. also owns Artistree, a manufacturer of custom and specialty framing merchandise, and MakerPlace by Michaels, a dedicated handmade goods marketplace. Founded in 1973 and headquartered in Irving, Texas, Michaels is the best place for all things creative.



The Challenge

Before transitioning to Manhattan Active® Omni, Michaels relied on a third-party order management platform that struggled to keep pace with the company's growth and the increasing complexity of omnichannel retail. The limitations of the previous system included:

Scalability Issues: The existing platform could not scale effectively to handle peak periods and growing order volumes, resulting in operational bottlenecks.

Operational Inefficiencies: Manual processes and lack of integration led to inefficiencies, higher operational costs, and longer fulfilment times.

Customer Experience: Inconsistent order fulfilment and delayed deliveries negatively impacted customer satisfaction.





The Solution: Manhattan Active Omni

To address these challenges, Michaels partnered with Manhattan Associates to implement Manhattan Active Omni's Order Management solution, which optimises ordering from search to fulfilment.

“We needed a solution that could not only scale with our business but also provide the flexibility to innovate and adapt to changing customer expectations. Manhattan Active Omni was the clear choice.”

- Uma Bhemisetty, CIO at Michaels

The transition to Manhattan Active Omni focused on minimising disruption to Michaels' operations while ensuring a seamless integration with existing systems. The partnership between Michaels and Manhattan Associates proved instrumental in this process.



“Manhattan Associates’ team was incredibly supportive and collaborative throughout the implementation. Their expertise and willingness to customise the solution to our specific needs were key to our successful transition.”

– Uma Bhemisetty, CIO at Michaels

Key steps in the implementation process included:

1. Detailed Planning: Comprehensive planning and a phased approach ensured that each stage of the transition was carefully managed and monitored.

2. Customisation: Manhattan Associates worked closely with Michaels to customise the platform, addressing specific requirements and optimising it for their operational needs.

3. Training and Support: Extensive training programs and ongoing support enabled Michaels’ staff to quickly adapt to the new system and maximise its capabilities.



Significant Achievements Post-Implementation

Post-implementation, Manhattan Active Omni provided the robust infrastructure needed to handle peak periods and increase order volumes without compromising performance. By transitioning to Manhattan Active Omni, Michaels has experienced significant improvements across several key areas:

Enhanced Scalability: The new platform seamlessly scaled to accommodate peak shopping periods and promotional events, ensuring smooth operations and timely order fulfilment. Michaels increased their online order volume by 400% during peak seasons without any disruptions.

Operational Efficiencies: Automation and integration reduced manual processes, cutting down on errors and operational costs while speeding up fulfilment times. Michaels saw a 50% reduction in processing time per order and a 30% reduction in operational costs.

Real-Time Visibility: Improved real-time visibility into inventory and orders enabled better decision-making and more accurate order processing.

“Manhattan Active Omni has transformed our order management processes. We can now handle higher volumes with ease, and our fulfilment times have improved dramatically.”

– Uma Bhemisetty, CIO at Michaels





Impact During COVID-19

The pandemic posed unprecedented challenges for retailers worldwide. Michaels' investment in Manhattan Active Omni proved crucial in navigating these difficult times. The platform's flexibility and scalability allowed Michaels to quickly adapt to changing consumer behaviours and spikes in online shopping.

“During the pandemic, Manhattan Active Omni was a game-changer. It allowed us to meet the surge in online orders and ensure our customers received their products quickly and reliably, despite the disruptions.”

- Uma Bhemisetty, CIO at Michaels



Continuous Innovation and Partnership

The partnership between Michaels and Manhattan Associates extends beyond the initial implementation. Continuous innovation and customisation efforts ensure that the platform evolves alongside Michaels' business needs.

“Manhattan Associates is more than just a vendor; they are a true partner. Their commitment to continuous improvement and their proactive approach to addressing our needs have been instrumental in our success.”

– Uma Bhemisetty, CIO at Michaels



