

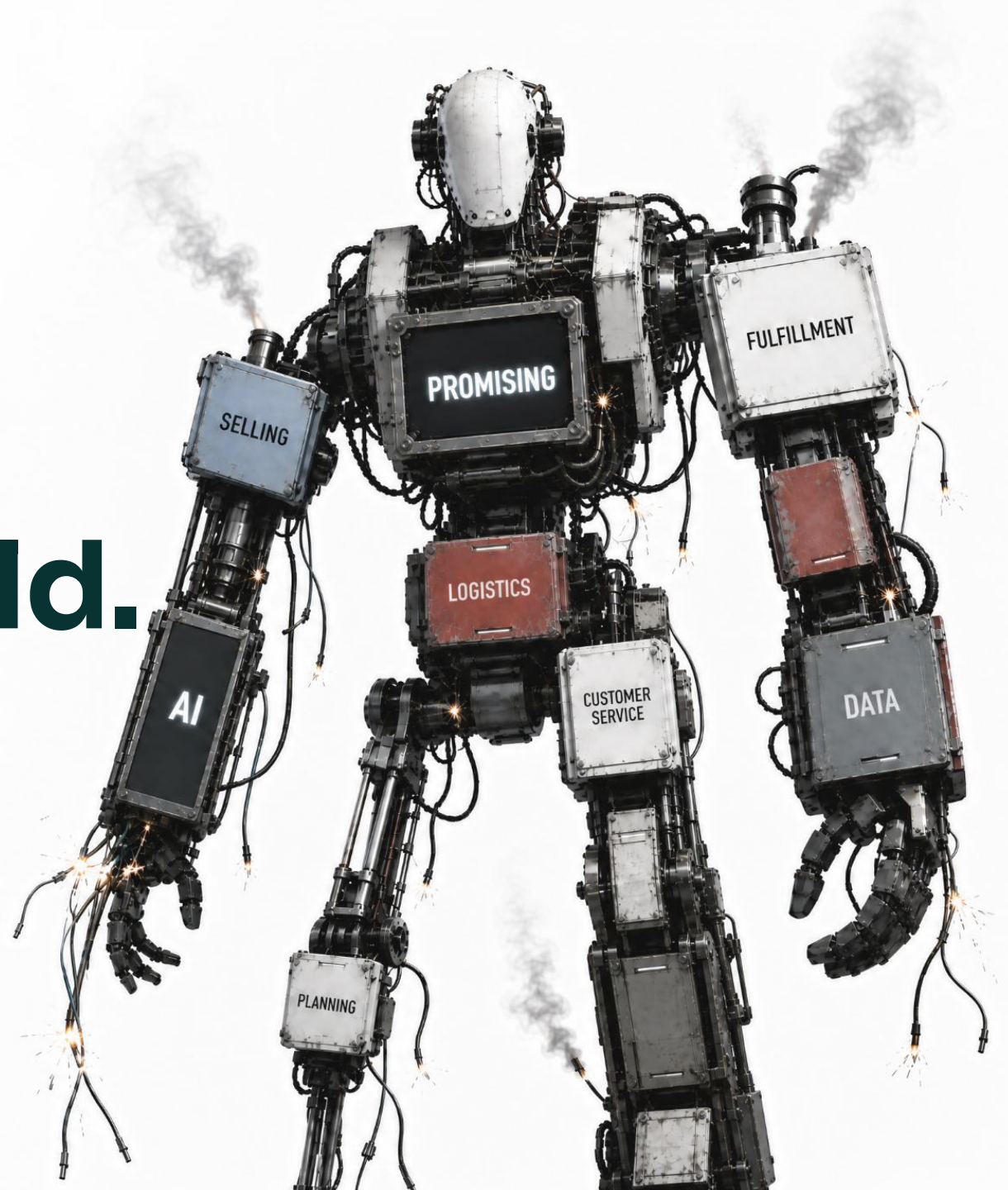


EBOOK

The monster you never meant to build.

Five challenges every supply chain and commerce leader recognizes. And one unified way to stop feeding it.

AI-Driven. Always Ahead.



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Closing

It's alive! Unfortunately.

Stop stitching together supply chain
commerce systems.

Run on one unified platform.



You didn't set out to build a monster.

You bought a WMS because the old one was slow. You added a TMS because carriers wouldn't stop calling. You put an OMS in front of the DCs because the website was making promises the warehouse couldn't keep. You layered on a planning tool, a returns tool, a store fulfillment tool, an allocation tool, a demand forecasting tool.

Each one solved a real problem the day it arrived. Each one was going to be the last one. Somewhere along the way, the stack stopped being a stack and became a thing.

A colossus. A stitched-together system with arms from one vendor and legs from another. Eyes from three different data sources. A brain assembled out of spreadsheets, overrides, and workarounds that nobody wants to touch and nobody remembers writing.

**It's big. It's heavy. It's clumsy.
It doesn't mean to disrupt
your operations.**

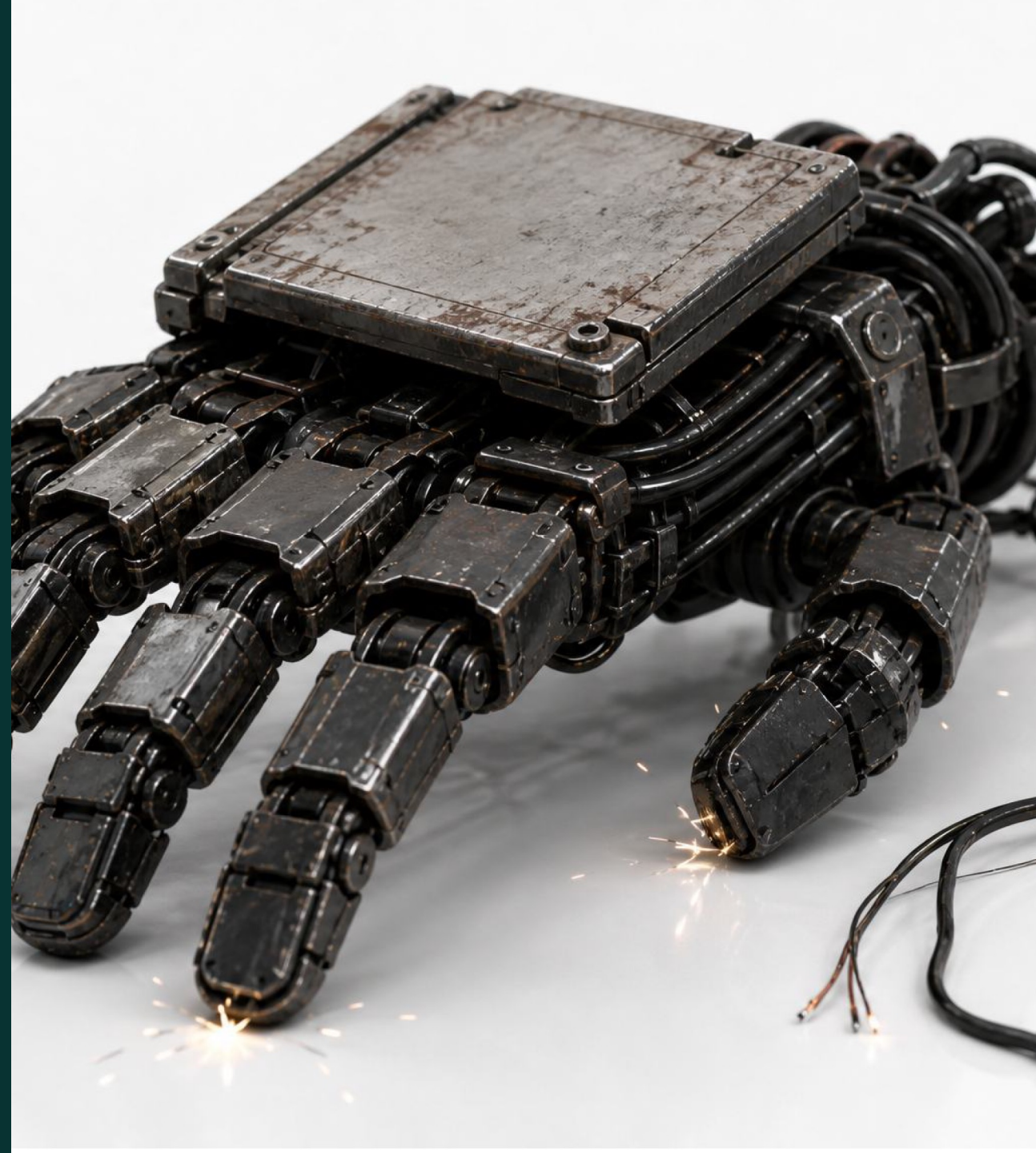
It's just always in the way.

Your problem has a pulse.

You don't need to be convinced the monster is real. You already know it is. You feel it every time a forecast gets overridden or an inventory number gets reconciled overnight, every time a store associate tells a customer something the OMS is about to contradict, and every time a report you trust turns out to be wrong.

The beast creates real impediments for your operations teams, but there is a unified solution to your mashed-up monster problem. Not a patch or another integration project. A platform that was unified from the ground up, before there was anything to integrate.

**Just because it's alive
doesn't mean it's aligned.**



IMPEDIMENT 01 • LATENCY

It's doing its best. That's the problem.

Latency is the tax you didn't
know you were paying. The
monster isn't lazy.
It's just late.



THE PAIN, HONESTLY

By the time it reads the signal, the moment is gone. A trailer arrives 40 minutes early and waits while the system that knows doesn't talk to the one that can act. A customer places an online order that cannot be fulfilled when promised because inventory isn't in sync. A demand spike registers Monday morning, and nobody knows about it until Tuesday after the nightly batch is run.

Every domain boundary in a stitched-together stack is a translation. Every translation costs time. Latency shows up as missed promises, exception queues that never empty, and a suspicion that the numbers everyone is following are already out of date. Guess what? They are.

Then someone lays AI on top of it. AI reasoning on stale data is not an accelerant. It's an amplifier of everything that was already wrong.

BATCH TIME VS. REAL TIME



Overnight

Stitched-together system



Instantly

ActivePlatform™

WHAT MANHATTAN DOES DIFFERENTLY

ActivePlatform is a single cloud-native, API-first microservices foundation with a shared data and innovation model across every Manhattan Active® solution. No overnight reconciliation, because there's nothing to reconcile. When a trailer arrives early, the dock assignment, labor plan, and put-away routing adjust at once — one unified system.

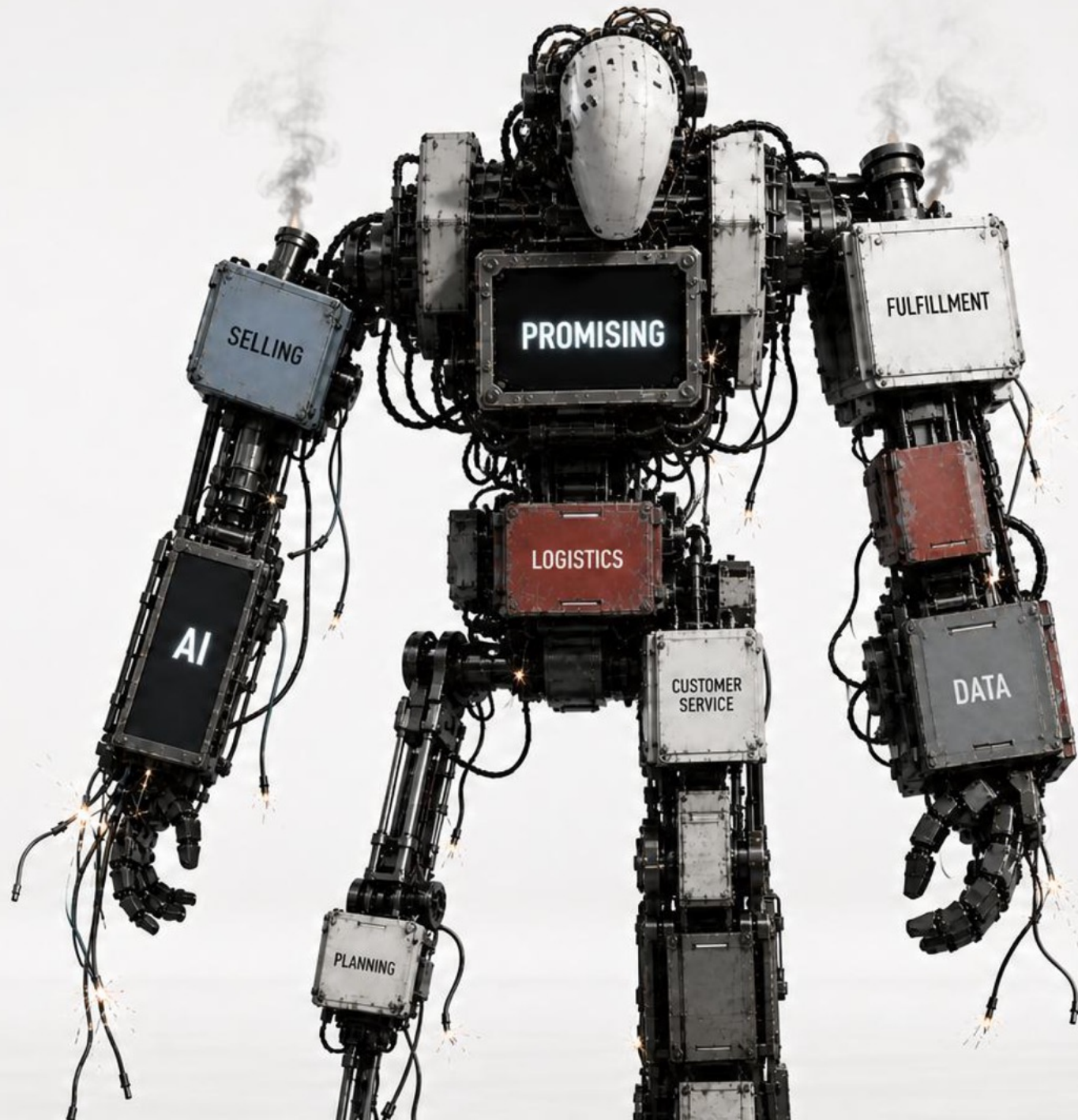
That is **Borderless Execution**.

IMPEDIMENT 02 • ONE VERSION OF TRUTH

It says inventory is fine. It's lying.

The number is confident.

The number is wrong.



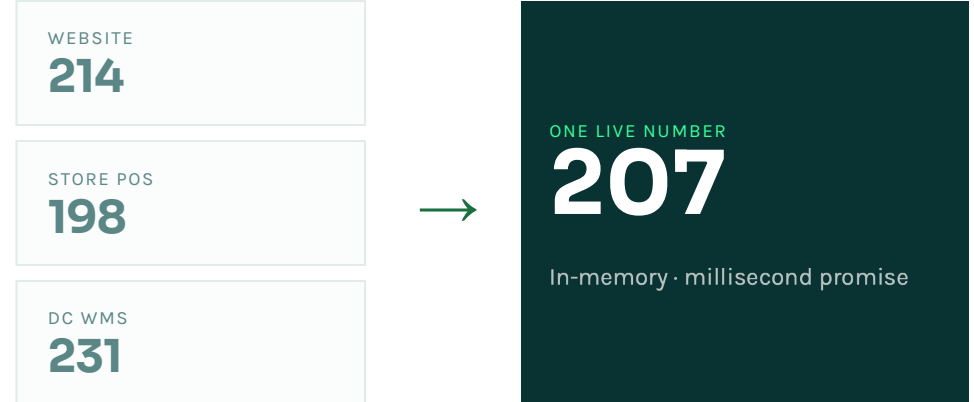
THE PAIN, HONESTLY

Every retailer with a fragmented stack has four different inventory positions and a policy for which one to believe. The website, store POS and WMS have ones, and planning does too. Each system is confident. None of them agree, so someone picks a "system of record" and everyone has to trust a number that doesn't update in real time.

By the time your team sees that number, a customer already placed a BOPIS order for a unit the store doesn't have, and an associate promised a date the DC can't hit. This isn't a failure of intent. It's a failure of architecture. And better business rules can't cover it up.

**And overlaying AI can't fix a data problem either.
It scales it.**

THREE NUMBERS, ONE TRUTH



WHAT MANHATTAN DOES DIFFERENTLY

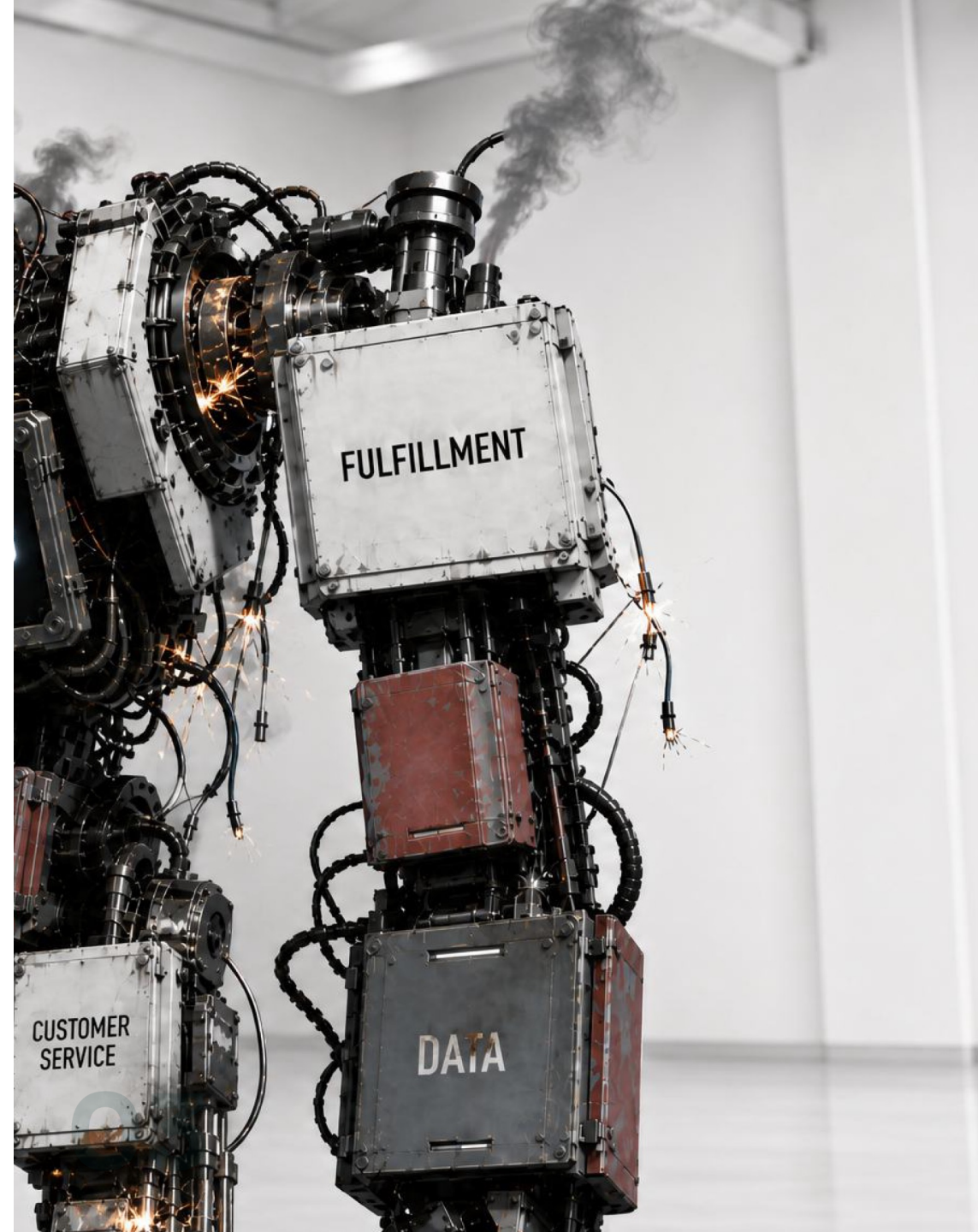
Order, customer, shipment, and inventory exist once in the architecture and are consumed by every solution that needs them. The associate, the website, the call-center rep, and the customer see the same number, because there is only one number.

One Version of Truth.

IMPEDIMENT 03 · DATA & AI

**It knows where
everything is. It just
won't tell you.**

The data is in the room.
It's just not in the meeting.



THE PAIN, HONESTLY

Fragmented architectures produce a strange condition: the enterprise generates more operational data than at any point in its history and can act on less of it. Planning knows the need, OMS knows the promise, TMS knows the plan, and WMS knows when it loaded. None of them know about each other. So, when the customer asks the simplest question of all - where's my order? - five systems answer, and no two agree.

Every cross-domain inquiry becomes a project. And by the time the answer arrives, the question has changed. Your favorite report is not wrong because of a mistake, but because it was built on data that's only aligned once a day.

AI performance is a function of data quality and real-time access.

Fragmented environments cap both. That is the ceiling most AI programs quietly hit.

EXCHANGE DATA VS. SHARE IT

STITCHED TOGETHER



Four islands. Translation layer between every ones.

ONE FOUNDATION

Shared data model

customer . order . shipment .
inventory

One record. Every solution.

WHAT MANHATTAN DOES DIFFERENTLY

Every Manhattan Active solution runs on the same microservices, data model, and codebase. Solutions don't exchange data — they share it. When AI is layered on that foundation, it inherits real-time operational truth by default. That is **One Foundation**.

IMPEDIMENT 04 • TECHNICAL DEBT

It's the 2014 workaround who never left.

Technical debt is not just an IT problem.
It's a business problem masquerading
in a lab coat.



THE PAIN, HONESTLY

Every stitched-together system has a shadow org chart: The list of people who know how the workaround works and what happens if you touch it. The list gets shorter every year. The workaround does not.

Somebody wrote a script in 2014 to reconcile inventory between the WMS and the OMS. They meant to remove it, but of course they never did. It runs every night. It's why the numbers are wrong every morning. A middleware layer built to translate order-status codes is now load-bearing. Every workaround is a decision to spend money forever to avoid changing the architecture once.

Integration is the tax. Unification is the absence of it.

THE WORKAROUND LEDGER

LOAD-BEARING SINCE	10-YR COST
WMS <-> OMS reconcile script · 2014	\$\$\$
Order-status middleware · 2016	\$\$
Exception rules engine · 2019	\$\$\$
Operating cost of a monster	10 years & counting

WHAT MANHATTAN DOES DIFFERENTLY

Manhattan Active® was engineered as one platform from inception. Not merged. Not migrated. Not assembled. The evergreen platform delivers innovation continuously — no version fragmentation, no upgrade projects, no accumulating debt. Forrester has called this "rare among its peers" across six consecutive OMS Wave evaluations.

IMPEDIMENT 05 • TOTAL COST OF OWNERSHIP

Your system integrator loves it. You don't.

And your customer is the one
who really suffers.



THE PAIN, HONESTLY

The costliest thing about a stitched-together system is not what you paid for the software. It's what you pay every year to keep it standing. Integration maintenance. Version-mismatch risk. Reconciliation labor. Custom code that someone babysits. And the steepest cost never shows up on an invoice: your best people spend their days keeping connections alive instead of building the innovation that moves the business forward. Your systems integrator loves this system. Their business model depends on it staying exactly this hard.

You also pay in ways that never hit an invoice: order promises that miss, associates who lose confidence in their tools, customers who bounce because fulfillment didn't match the digital promise.

THE BILL YOU SEE VS. THE BILL YOU PAY

THE BILL YOU SEE

Software license

Solution names on the contract.

THE BILL YOU PAY

Everything else

Integration upkeep · reconciliation
labor · missed promises · lost
customers · audit complexity

WHAT MANHATTAN DOES DIFFERENTLY

Manhattan Active® solutions run on Active**Platform**™, a 100% microservices, API-first, AI-native cloud solution delivered as a service. No infrastructure to maintain, no upgrade project, no integration tax. Adding a second or third solution doesn't multiply integration costs, it consolidates it.

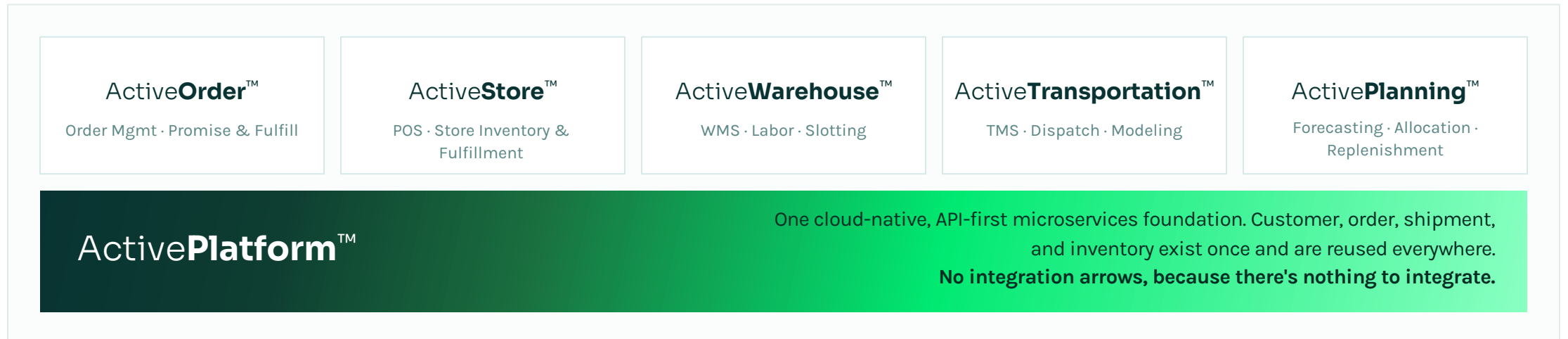
Stitched-together supply chain commerce systems create monster problems.

Run on one unified platform.
Always Ahead.



Stop feeding the monster.

Every impediment in this eBook has the same root cause: software that was assembled cannot behave like software that was designed. Or you can run on a platform that was unified from the start — one microservices architecture, one data model, one codebase.



One Foundation.

Built to work together from the ground up. Not merged, migrated, or acquired.

One Version of Truth.

Every domain collaborates on the same data in real time. Systems don't exchange data. They share it.

Borderless Execution.

Systems don't stop to negotiate, so your operation doesn't have to either.



Always Ahead.

The five impediments all steal your momentum. Latency, fragmented truth, siloed data, brittle integrations, and maintenance drag keep you reacting instead of moving – unable to promise with confidence, act in the moment, or turn demand into advantage. A unified platform removes the friction, so your business finally moves as fast as your customers do..

Talk to Manhattan →

manh.com/demo

Read the ActivePlatform™ brief →

manh.com/activeplatform

Stitched-together systems create monster problems. **Run on one unified platform.**