



Manhattan Associates Delivers First Omni-Channel-as-a-Service Platform

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Innovation sets standard for next-generation retail sales, service and fulfillment

ATLANTA and LAS VEGAS, May 09, 2017 (GLOBE NEWSWIRE) -- [Manhattan Associates, Inc.](http://www.manh.com/active) (NASDAQ:MANH) today launched Manhattan Active™ Omni Solution, a first of its kind omni-channel-as-a-service platform for enterprises that must respond swiftly to the rapidly changing demands of the digital consumer. The solution was announced at Manhattan's annual Momentum customer conference in Las Vegas. Visit <http://www.manh.com/active> for more information.

Manhattan is the first to fuse order management and store fulfillment applications with next-generation, point of sale and clienteling applications on a single platform that is cloud native, versionless and fully extensible — setting the standard for next-generation sales, service and fulfillment technology.

"Manhattan Associates has spent the last decade deploying market-leading omni-channel applications for many of the world's leading brands and retailers. Our customers have told us they love our capabilities, but they must adapt more quickly to market demands," said Brian Kinsella, Manhattan's vice president of product management. "Our new Manhattan Active Omni Solution platform enables customers to stay current with our latest and greatest capabilities, while also giving them full flexibility to embed their own custom enhancements."

The Manhattan Active Omni platform also includes the debut of Manhattan's Adaptive Network Fulfillment (ANF), an optimization process designed to maximize customer profitability on every direct order. By blending discrete operational costs, such as parcel and fulfillment expense, with operational data, like historical store fulfillment rate, workload balancing and click-to-deliver implications, ANF develops a multifactorial fulfillment plan for each order. Additionally, ANF considers selling price, sell through and predictive markdowns to ensure maximum margin contribution from owned inventory.

Debuting as part of the omni-channel-as-a-service platform, **Manhattan Active Store Solution** is a next-generation, integrated solution for store associates. Manhattan Active Store blends Manhattan's Point of Sale, Clienteling, Store Fulfillment and Store Inventory capabilities with a common, responsive user interface (UI) that operates the same on Windows, Android and iOS operating systems and across any mix of fixed touch screen and mobile devices. The solution is designed to fully personalize selling and best-in-class service for retailers, while simultaneously enabling high-velocity fulfillment of digital sales directly from the store.

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About Manhattan Associates

Manhattan Associates is a technology leader in supply chain and omni-channel commerce. We unite information across the enterprise, converging front-end sales with back-end supply chain execution. Our software, platform technology and unmatched experience help drive both top-line growth and bottom-line profitability for our customers. Manhattan Associates designs, builds and delivers leading edge cloud and on-premises solutions so that across the store, through your network or from your fulfillment center, you are ready to reap the rewards of the omni-channel marketplace. For more information, please visit www.manh.com.

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