



## Everything But Water Selects Manhattan Active™ Omni to Enhance Omnichannel Customer Experience

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ATLANTA, Oct. 16, 2017 (GLOBE NEWSWIRE) -- [Everything But Water](#), the largest specialty swimwear and resortwear retailer in the U.S., selected Manhattan Associates (NASDAQ:MANH) to deliver a first-of-its-kind software solution that creates a captivating and seamless omnichannel shopping experience. Orlando-based Everything But Water is deploying [Manhattan Active Omni](#) to manage transactions and facilitate store fulfillment operations across its full network of over 100 retail locations across the country.

Today's consumers expect a unified experience as they interact with retailers at multiple touchpoints – in brick-and-mortar stores, online and at contact centers – and expect to receive a positive and consistent brand experience regardless of where it is taking place. Manhattan Active Omni is the first solution to fuse order management and store fulfillment applications with next-generation point of sale and clienteling applications on a single platform. It will provide Everything But Water store associates with a 360-degree view of customer information and access to the company's full network of inventory so they can provide personalized "buy anywhere, ship anywhere" service.

"Everything But Water's mission is to make women feel confident and beautiful. We want to exceed our customers' expectations, provide them with an amazing 'me moment' and deliver a consistent and exceptional shopping experience," said Randall A. Blumenthal, chairman and CEO of Everything But Water. "The Manhattan Active Omni platform will allow us to expand our service offerings in a scalable manner and ultimately to deliver superior customer engagement time and time again through our stores and in e-commerce."

As a cloud-native, versionless and fully extensible offering, Manhattan Active Omni is always current and able to seamlessly scale to meet Everything But Water's future growth needs. The solution's swift implementation time also decreases downtime, allowing the retailer to initiate in-season upgrades as needed.

"Addressing the demands of today's sophisticated omnichannel shopper is arguably the most daunting challenge the retail industry has ever faced," said Eddie Capel, president and chief executive officer of Manhattan Associates. "Manhattan Active Omni helps leading companies, like Everything But Water, deliver a personalized customer experience that contributes to brand loyalty and creates competitive differentiation."

The implementation of Manhattan Active Omni follows Everything But Water's recent purchase of [Manhattan SCALE™](#) to address its warehouse management needs and fully automate its distribution center. "We are excited about leveraging other Manhattan Active solutions as our business continues to grow in size and complexity," added Blumenthal.

### About Everything But Water

Everything But Water provides the perfect getaway wardrobe for fashionable women. Its 100+ stores coast-to-coast and winning online boutique at [everythingbutwater.com](#) are luxurious resort lifestyle shopping destinations, offering an extensive collection of well-curated designer swimwear, resortwear and accessories. The staff's expert eye for flattering every curve makes women feel confident and beautiful.

### About Manhattan Associates

Manhattan Associates is a technology leader in supply chain and omnichannel 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 omnichannel marketplace. For more information, please visit [www.manh.com](#).

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