



## **Matahari Department Store Selects Manhattan Associates to Orchestrate Omnichannel Fulfillment and Drive Business Growth**

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JAKARTA, Indonesia and ATLANTA , Aug. 08, 2018 (GLOBE NEWSWIRE) -- Leading Indonesian department store retailer PT Matahari Department Store Tbk (Matahari Department Store) has selected [Manhattan Associates, Inc.](#) (NASDAQ: MANH) to enable new supply chain processes and maximize service levels across its growing omnichannel retail operations. Matahari Department Store will deploy the latest version of Manhattan's [Warehouse Management Solution](#) (WMS) in five distribution centers (DCs) across Indonesia, leveraging the technology to build brand loyalty amongst customers through better product availability and to increase the profitability of customer orders through a more efficient fulfillment infrastructure.

Matahari Department Store has a deep legacy in Indonesian retail. Beginning its journey in 1958 with a children's fashion store in Jakarta's Pasar Baru district, Matahari Department Store later introduced Indonesia's first modern department store in 1972, establishing itself as a truly national brand. It currently operates 154 stores in 74 cities across Indonesia, with total retail space of around one million square meters. This is complemented by a growing online presence in MatahariStore.com and a third-party logistics capability in the form of Matahari Nusantara Logistik. It employs more than 40,000 people and partners with approximately 850 suppliers from Indonesia and around the globe.

Keith Jones, Logistics Director at Matahari Department Store said, "Manhattan's solution will help us manage the growing supply chain complexity associated with running a multi-department, multi-channel and increasingly diverse retail operation. It will help ensure our brands' products continue to be readily available to our customers throughout Indonesia, no matter how they choose to shop with us – in store or online. The solution will streamline operational processes within our DCs and deliver improved visibility of both inventory and data across our supply chain operations, serving as a strong foundation as we build our ecommerce and omnichannel capabilities."

Matahari Department Store's relationship with Manhattan Associates dates to 2006 when the retailer first adopted an earlier iteration of Manhattan's WMS to run its DC in Balaraja. Its decision to deploy the most comprehensive version of Manhattan's WMS for Open Systems ever released – at Balaraja, Bandung, Halim, Surabaya and Medan – is based on Manhattan's supply chain and omnichannel commerce vision and the ability of its solutions to drive margin enhancement in high-volume, high-velocity, high-complexity retail environments.

Manhattan's local GeoPartner [PT Intramega Global](#), a warehouse management and automation systems distributor in Indonesia, will work alongside the Matahari Department Store and Manhattan teams on the implementation.

Richard Wright, Managing Director, Southeast Asia for Manhattan Associates commented, "We're delighted to extend our partnership with Matahari Department Store as it embarks on its omnichannel transformation. Matahari Department Store's investment in Manhattan's latest WMS will provide a strong foundation on which the omnichannel retailer can build a world-class supply chain. We and Intramega Global look forward to working with Matahari Department Store's team to help increase the retailer's service levels, revenue and profitability."

### **About Matahari Department Store**

PT Matahari Department Store Tbk (Matahari Department Store) is a retailer of apparel, accessories, beauty products and homeware that targets fashion conscious, value-minded consumers. Backed by a trusted network of local and international suppliers, Matahari Department Store's mix of affordable, high quality fashion goods and modern, visually appealing stores delivers an exciting and dynamic shopping experience, making Matahari Department Store the retail destination of choice for Indonesia's burgeoning middle class. For more information, please visit [www.matahari.co.id/en](http://www.matahari.co.id/en).

### **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](http://www.manh.com)

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