



## Make the Impossible Possible: Manhattan Showcases Latest Supply Chain Commerce Innovations and Customer Insights at Exchange 2024

October 15, 2024 9:00 AM EDT

BARCELONA--(BUSINESS WIRE)--Oct. 15, 2024-- Building on the theme, *'Make the impossible, possible'*, Manhattan Associates (NASDAQ: MANH) today opened its annual EMEA [Exchange](#) event to an audience of more than 350 customers and press, with keynotes that introduced the European market to [Manhattan Active® Supply Chain Planning](#) and [Generative AI solutions](#); Manhattan Active® Maven and Manhattan Assist.

"It is great to be back in Barcelona with a record number of supply chain and commerce professionals. Attending Exchange gives participants a unique opportunity to explore and interact with peers and get a first-hand look at the latest technologies shaping the future of supply chain and commerce," commented Henri Seroux, senior vice president, Europe, Manhattan Associates.

"With real-world insights from customers including ba&sh, Yusen Logistics, Lacoste and Co-op, amongst others, in addition to cutting-edge technology discussions from Manhattan's senior leaders, Eddie Capel and Brian Kinsella, there is something for everyone attending this year's edition," Seroux continued.

Highlights from the annual event included:

- **Schneider Electric**, the global leader in energy management and automation, explained how it plans to make its supply chain a competitive differentiator through the unification of its warehouse and transportation functions with Manhattan.
- **Bestseller**, one of Europe's leading fashion companies, showcased how it is transforming its supply chain through a strategic partnership with Manhattan. The company highlighted the challenges faced, the need for change, and the collaborative approach taken to implement Manhattan Active Supply Chain.
- **L'Oréal** described the final stages of its Manhattan deployment and shared how it is leveraging [Manhattan Active® Warehouse Management's](#) full potential to optimise operations and integrate seamlessly into the data-driven world of Beauty Tech
- **Kramp**, the leading supplier of spare parts in Europe's agricultural space, guided the audience through the pivotal role [Manhattan Active® Omni](#) is playing in its digital transformation journey.
- The introduction of **Manhattan Active Supply Chain Planning** completes the company's vision of a truly unified supply chain ecosystem, while **Manhattan Active Maven** and **Manhattan Assist** harness the power of GenAI to deliver new levels of customer experience, personalization, productivity, and cost-savings.

Seroux finished: "These latest solutions underline that Manhattan is not just closing the gaps in supply chain commerce, it's delivering the vision of a unified supply chain, raising the bar for the whole industry and reaffirming a reputation for innovation spanning more than three decades."

### ABOUT MANHATTAN ASSOCIATES

Manhattan Associates is a global 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).

James Canham-Ash, Manhattan Associates

Email: [jash@manh.com](mailto:jash@manh.com)

Source: Manhattan Associates