Manhattan Associates Named a Leader in Gartner® Magic Quadrant™ for Distributed Order Management

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ATLANTA--(BUSINESS WIRE)--Nov. 17, 2026-- Manhattan Associates Inc. (NASDAQ: MANH), the global leader in native AI-powered supply chain commerce solutions, today announced that it has been named a Leader in the inaugural 2026 Gartner® Magic Quadrant™ for Distributed Order Management (DOM). Manhattan was positioned highest for Ability to Execute and furthest for Completeness of Vision. In the accompanying 2026 Gartner® Critical Capabilities for Distributed Order Management research, Manhattan ActiveOrder™ received the highest scores among the evaluated vendors across all five use cases: B2B (Wholesale/Distribution/CPG), B2B (Other), B2B + B2C, Unified Commerce and Ecommerce.

With AI-powered order orchestration, ActiveOrder delivers deep inventory visibility and allocation capabilities, helping reduce fulfillment costs, improve delivery precision and keep more customer promises. It can reassign inventory across customer tiers or segments as supply and demand change, validate orders before inventory is reserved, and flag issues such as missing purchase orders, unusual quantities, account restrictions and payment problems. ActiveAgents ™ helps teams configure inventory-promising rules and fulfillment settings in natural language. They can structure B2B orders, investigate backorders and shipment exceptions, monitor service-level commitments, and act on requests such as returns, replacements and refunds for late deliveries.

ActiveOrder also provides comprehensive fulfillment analytics that can both, look back on historical performance to identify opportunities to reduce cost to serve and help model future changes to an organization's strategies. Its Postgame Spotlight capability shows how often orders go to the lowest-cost location, explains when and why another location is selected, and quantifies the cost impact, and Fulfillment Optimization Simulation models future fulfillment needs and performance.

"Order management is a strategic capability for organizations of all sizes, serving customers across channels and account types," said Amy Tennent, senior director of Product Management at Manhattan Associates. "Our focus is to help businesses make accurate promises, choose the right fulfillment path and manage B2B and B2C orders with the inventory and operational context needed to deliver on those commitments. We believe Gartner research recognizes the breadth of that approach, making us the definitive leader in order management for B2B and B2C buyers alike."

ActiveOrder helps B2C and B2B organizations make smarter fulfillment decisions, improve operational efficiency and deliver on customer expectations. Manhattan Order Management connects inventory, orders and fulfillment across stores and distribution centers to help businesses fulfill profitably and keep customer promises. Manhattan Enterprise Promise & Fulfill, built for wholesalers, distributors and manufacturers, extends these capabilities across complex distribution networks, supporting trade-account requirements, sophisticated order orchestration and reliable fulfillment.

This solution is already delivering exceptional operational and business benefits for enterprises globally. A leading global supplier of engineered components declared that first-time fill rates rose from 60% to more than 90%, and 25% of customers moved from manual to digital ordering. A leading art and crafts retailer used automation to cut manual steps and boost efficiency, slashing per-order processing time by 50% across fulfillment operations, and generating a 30% cost reduction post-implementation.

On ActivePlatform™, ActiveOrder orchestrates orders, inventory, promising and customer service as one solution. ActivePlatform connects order management with Manhattan's store, warehouse and transportation solutions, helping organizations coordinate commerce and supply chain execution and adapt fulfillment decisions as conditions change.

Recent updates include expanded integrations with TikTok Shop and new agentic capabilities. The Fulfillment Consultant agent now helps teams analyze rejections, packages per order and average time to fulfill to pinpoint performance changes and improvement opportunities. Enhancements to the Inventory Operations agent preview the historical-demand and business impact of capacity changes or outages before users confirm them.

To access a complimentary copy of the 2026 Gartner Magic Quadrant for DOM, click HERE.

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About Manhattan Associates:
Manhattan Associates is a global technology leader, providing supply chain and omnichannel commerce solutions with unmatched AI capabilities. We design, build and offer best-in-class, AI-powered, cloud-based solutions that drive resilience and efficiency for businesses. We enable enterprises to uniquely unify front-end sales with back-end supply chain execution.

Our commitment to innovation, cloud-native platform and API-first architecture create simpler experiences and faster paths to value for our customers. We empower them to preempt and react to emerging trends and global disruptions with technical expertise and operational confidence, transforming challenges into competitive advantage. For more information, please visit www.manh.com.

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