



## Manhattan Associates and Its Customers Strengthen User Steering Committee

May 30, 2001 12:38 PM EDT

ATLANTA, May 30 /PRNewswire/ -- Manhattan Associates (Nasdaq: MANH), a global leader in providing supply chain execution and collaborative commerce solutions, today announced the development of an industry-specific focus to its user group steering committee -- Manhattan Associates' strategic advisory board comprised of representatives from the user community and Manhattan Associates executives. The company also announced the appointment of Randy Suer, director of distribution services, Beiersdorf, Inc., as steering committee president. Suer has been a member of the steering committee for the last three years, and his company is a long-time user of Manhattan Associates' solutions.

To further foster communication between Manhattan Associates and its users and to continue to ensure targeted product development, the steering committee has instituted dedicated industry representatives and vertical industry groups for its industry verticals: retail; consumer goods - apparel; consumer goods - non-apparel; direct to consumer; third-party logistics; grocery/food/beverage; and healthcare. Manhattan Associates will work closely with these groups to understand the specific vertical issues facing companies, the pressures that user companies are receiving from their customers and suppliers and what support Manhattan Associates can provide. The groups will also serve as a tool for providing industry feedback to client users and Manhattan Associates at both the product and executive levels. This restructuring builds on Manhattan Associates' 10-year history of delivering vertically focused, proactive solutions that have a clearly defined upgrade path.

"It is extremely important to us that our user community helps shape our future," said Bruce Eicher, vice president of customers, Manhattan Associates. "Our senior management has made it their charter to directly evaluate and be reactive to the steering committee's recommendations. We recognize that our steering committee is a direct line to our customers, and the importance of partnering with the committee cannot be overstated."

In addition to the new vertical industry groups, the steering committee will maintain a master committee staffed by the vertical industry representatives, the steering committee's current and past presidents, Manhattan Associates' vice president of customers and Manhattan Associates' senior director of product strategy.

"The key to our success is participation from both the vertical industry groups and the industry representatives," said Randy Suer, director of distribution services, Beiersdorf, Inc., and 2001 Manhattan Associates' steering committee president. "Industry groups will provide invaluable insight into the challenges unique to each vertical, and industry representatives will ensure that those issues are conveyed to the key executives and product managers within Manhattan Associates."

"The strong commitment we have seen from Manhattan Associates' senior executive group in concert with the efforts of the steering committee will clinch our goal of streamlining communication between Manhattan Associates' users and the company."

As newly appointed 2001 Steering Committee President, Randy Suer succeeds Katie Russell, director, Physical Distribution, Siemens Energy & Automation, Inc. and president of the steering committee for 2000. Suer and Russell, who will serve as past president, will work closely on the master committee to address clients' needs and provide feedback on the development and use of Manhattan Associates solutions.

### About Manhattan Associates

Manhattan Associates, Inc. is a global leader in providing supply chain execution and collaborative commerce solutions. These solutions leverage state-of-the-art technologies, innovative practices and the company's domain expertise to enhance performance, profitability and competitive advantage. Manhattan Associates has licensed more than 800 customers representing 1,100 facilities worldwide, which include some of the world's leading manufacturers, suppliers and retailers. For more information about Manhattan Associates telephone 770.955.7070 or visit [www.manh.com](http://www.manh.com).

MAKE YOUR OPINION COUNT - [Click Here](#)  
<http://tbutton.prnewswire.com/prn/11690X11547484> [

SOURCE Manhattan Associates

CONTACT: Elizabeth Larson of Lois Paul & Partners, 781-238-5737, or [elizabeth\\_larson@lpp.com](mailto:elizabeth_larson@lpp.com), for Manhattan Associates; or Denise Wager of Manhattan Associates, 219-247-1570, or [dwager@manh.com](mailto:dwager@manh.com) /