



## **Manhattan Associates and IBM to Deliver Best-in-Class eCommerce Suite**

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### **Manhattan's Distributed Order Management Solution fully integrated with WebSphere Commerce from IBM**

**ATLANTA — January 6, 2009**— Global supply chain optimization provider Manhattan Associates, Inc. (NASDAQ: MANH) today announced that its Distributed Order Management (DOM) solution will feature certified integration with WebSphere Commerce from IBM. DOM, part of Manhattan's Order Lifecycle Management suite within the Manhattan SCOPE™ portfolio, enables customers to fill orders from multiple inventory channels and provide packaged capabilities for buying products online with pickup in stores, shipping online orders from stores and orchestrating vendor-drop shipments.

This certified integration between WebSphere Commerce and DOM provides retailers with a complete stack of cross-channel solutions: Commerce for cross-channel marketing and selling and DOM for order fulfillment from an extended supply network, including distribution centers, stores and drop-ship vendors.

"Solutions like Manhattan's DOM are the future for cross-channel order management, especially given the certified integration with a leading eCommerce solution like WebSphere Commerce," said John Morrow, chief information officer for David's Bridal. "This technology allows us to have complete order and inventory visibility along with better communication with our customers in every selling channel. As you'd expect, having absolute certainty over ability to deliver by our customers' wedding day is core to the David's Bridal culture, and Manhattan DOM gives us the tools we need to make this happen."

Manhattan's DOM solution is also certified for the IBM Retail Integration Framework, which leverages open standards to unlock communications between services, information sources, and business processes, making the store and the retail enterprise one seamless landscape rather than disconnected islands. This integration enables DOM to provide web customers or call center agents with a complete view of all available inventory for real-time order promising and order reservation.

Additionally, DOM is fully integrated with the entire Manhattan Associates SCOPE portfolio, thus providing real-time integration with applications like Warehouse Management, Extended Enterprise Management and Transportation Planning & Execution. This new integration with WebSphere Commerce now provides customers with an integrated best-in-class eCommerce and order fulfillment suite.

"Today's leading retailers are looking to enable cross-channel processes to create a business with a retail brand, not a channel inside a retail brand," said Karen Lowe, General Manager of IBM's Global Retail Industry. "Manhattan's Distributed Order Management enables these processes by handling complex cross-channel inventory, value added service provision and in-store fulfillment processes. These capabilities, coupled with IBM's WebSphere Commerce will enable retailers to jumpstart their cross-channel selling and promotional efforts."

"Winning retailers know that a seamless cross-channel experience is critical to winning and keeping customers, and RSR's research shows that some of the biggest issues that retailers face in trying to build that experience come from integration, particularly around distributed order management," said Nikki Baird, managing partner at RSR Research. "By offering packaged integration between the Commerce and DOM applications, this joint offering from IBM and Manhattan will help retailers implement critical customer service strategies faster and for less cost."

For information on IBM, please visit [www.ibm.com/retail](http://www.ibm.com/retail).

### **About Manhattan Associates, Inc.**

Manhattan Associates® continues to deliver on its 18-year heritage of providing global supply chain excellence to more than 1,200 customers worldwide that consider supply chain optimization core to their strategic market leadership. The company's supply chain innovations include: Manhattan SCOPE™, a portfolio of software solutions and technology that leverages a Supply Chain Process Platform to help organizations optimise their supply chains from planning through execution; Manhattan ILS™, a portfolio of distribution management and transportation management solutions built on Microsoft® .NET technology; and Manhattan Carrier™, a suite of supply chain solutions specifically addressing the needs of the motor carrier industry. For more information, please visit [www.manh.com](http://www.manh.com).