



IBM Awards Manhattan Associates' Distributed Order Management as "Best ISV Partner Innovation" for WebSphere Commerce

November 17, 2009 2:22 PM EST

Cross-Channel retailing demonstration now featured at IBM Retail Development Environment in Dallas, Texas

ATLANTA — November 17, 2009— Manhattan Associates' (NASDAQ: MANH) Distributed Order Management (DOM) solution received the "Best ISV Partner Innovation" award during the IBM WebSphere Commerce Leadership Summit, held on Sept. 14-17 in Toronto, Canada. DOM, part of Manhattan's Order Lifecycle Management suite within the Manhattan SCOPE® portfolio, is an enterprise order management application capable of capturing an order from any channel in any location and fulfilling it from an extensible supply network.

The award recognizes DOM's integration with IBM® WebSphere® Commerce (released as part of WebSphere Commerce 6.0 Feature Pack 5 in April 2009), which provides retailers with a complete stack of cross-channel solutions: WebSphere Commerce for cross-channel marketing and selling, and DOM for order fulfillment from an extended supply network that includes distribution centers, stores and drop-ship vendors. Retailers can use out-of-the box functionality for managing multi-channel shopping processes; buy online/ pickup in store flexibility; in-store save the sale capabilities; buy anywhere/ ship from store options, and vendor-drop shipment processes.

A demonstration of the joint IBM WebSphere Commerce / Manhattan Associates DOM solution is now available in the IBM Retail Development Environment (RDE) in Dallas, Texas. In the RDE, customers can see a live demonstration of iPhone applications displaying store-level inventory with a web storefront to manage the buy online, pickup in-store flow, as well as an in-store application for managing the customer pickup process.

"IBM WebSphere Commerce 7 is optimized for all mobile devices," said Bill Holtshouser, Program Director, Commerce Strategy and Product Management, IBM. "Using Manhattan Associates' DOM with WebSphere Commerce provides shoppers with the ability to use their handheld device to select and purchase products, then confirm inventory and pick-up at their local store."

After capturing the order, DOM also optimizes the order fulfillment process by simultaneously providing a view of global inventory, transportation costs, and labor capacity. As cross-channel commerce accounts for an ever larger share of enterprise revenue, managing fulfillment cost is essential to margin improvement.

"In order to meet the growing needs of today's demanding consumer, retail organizations need to focus on delivering positive experiences across all channels and customer touchpoints," said Janet Sherlock, research director, Retail, at AMR Research. (AMR Research report, "Top 10 Cross-Channel and Online Retailing Trends (but This List Goes to 11)," August 5, 2009.)

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 functionality enables DOM to provide web customers, call center agents, or store associates with a complete view of all available inventory for real-time order reservation.

Recognized as an industry leader, IBM® WebSphere® Commerce software provides companies of all sizes with a powerful *customer interaction platform* for cross-channel and online commerce, supporting all of a company's business models while providing a rich, differentiated customer experience. Powerful out-of-the-box capabilities for marketing, catalog management and merchandising help companies revolutionize customer shopping experiences across all sales channels from online and over the phone to mobile and in-store. More information is available at www.ibm.com/websphere/commerce.

Receive up-to-date product, customer and partner news directly from Manhattan Associates on twitter and Facebook. Just visit www.twitter.com/ManhAssocNews to follow our latest news and join the Manhattan Associates Facebook group at <http://www.facebook.com/ManhattanAssociates>.

About Manhattan Associates, Inc.

Manhattan Associates® continues to deliver on its 19-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.