



Picwic Selects Manhattan Associates to Drive Supply Chain Efficiency

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PARIS, Sep 21, 2010 (GlobeNewswire via COMTEX) --

Toy retailer Picwic has selected the Warehouse Management, Supply Chain Intelligence (SCI) and Slotting Optimization solutions from Manhattan Associates (Nasdaq:MANH) to form a supply chain technology platform that will complement Picwic's ERP system from SAP. The solutions will be deployed at Picwic's new 215,000 square foot distribution center (DC) in Houplines, France.

Picwic is a leading toy retailer in France. With 20 stores located in Paris and in the northern part of France, the company offers 30,000 competitively priced products all year round. This includes a wide range of multimedia, party, creative and other toys as well as outdoor games.

The toy market is characterized by very strong seasonality and poses specific distribution challenges for retailers, especially before, during and immediately after Christmas. During this peak period, Picwic has to increase its warehouse staff from 40 to 150 people to cope with the extra demand. In addition to the seasonal demand, Picwic also has to manage different logistical practices, including cross-docking (unloading material from an incoming truck to an outbound truck, trailer or rail car with little or no storage in between) and put-to-store (where full case quantities are broken down to store level cartons).

"The seasonality and the different types of orders represent the two main supply chain challenges we are facing," commented Mr Semelyn, IT director at Picwic. "We need a supply chain technology platform to complement our ERP system to handle fluctuating volumes, increase process efficiency and improve supply chain visibility. We want to significantly improve the picking process and increase the agility of our logistics activities to ensure that we are offering an exceptionally high service on a consistent basis to our stores and customers."

To read the rest of the release, please visit <http://www.manh.com/1413>.

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About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 20-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(R) a portfolio of software solutions and technology that leverages a Supply Chain Process Platform to help organisations optimise their supply chains from planning through execution; Manhattan SCALE(TM), a portfolio of distribution management and transportation management solutions built on Microsoft .NET technology; and Manhattan Carrier(TM), a suite of supply chain solutions specifically addressing the needs of the motor carrier industry. For more information, please visit www.manh.com.

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