



Manhattan Associates is the Right Answer for GUESS?

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Lower Cost Per Inventory Unit Results in \$1.3M Savings

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GUESS? is one of the most widely recognized brands in the world, with product lines in more than 300 retail and outlet stores and more than 200 licensee stores in 40 countries. GUESS? also licenses its brand name for a wide line of accessories including eyewear, footwear, jewelry and watches. The company's continued growth and success over the years placed great pressure on its distribution and warehouse management capabilities, in part because the majority of GUESS? customers were headquartered east of the Mississippi and being served by a single distribution center (DC) in Los Angeles, Ca. This geographic challenge prompted GUESS? to open a new DC in Louisville, Ky. and partner with Manhattan Associates (Nasdaq:MANH) to revamp its distribution network.

"Our LA facility was literally bursting at the seams due to increased demand," said Tom Boyle, senior project manager, GUESS? "After we opened the Louisville DC, we selected Manhattan's solution based on the strength of its reputation as the warehouse management expert for retailers and consumer goods manufacturers."

GUESS? implemented Manhattan Associates' Warehouse Management solution from the Manhattan SCOPE(R) supply chain portfolio to optimize distribution in both the Los Angeles and Louisville DCs. Manhattan's Warehouse Management (WMS) solution, which is included in the Distribution Management solution suite, is designed for optimal collaboration and communication with an extensive network of suppliers and partners.

Manhattan's flexible WMS supports several different inventory methods for GUESS?, virtually segmenting its wholesale and retail (including direct-to-consumer) inventory mix to better support its order processes. Because direct-to-consumer inventory is mixed with retail, consumers can purchase goods online and return them at a store. The flexibility helps GUESS? present a unified brand to its multi-channel customer base.

"Manhattan's WMS has enabled us to do more with fewer people in all of our DCs and provided both economies of scale and in-house expertise by virtue of a single solution system-wide--delivering consistent, reliable global operations," said Boyle. "These benefits have given GUESS? a new level of control and efficiency and enabled us to continue delivering products and services of uncompromising quality.

Among the benefits GUESS? has received since the implementation include accelerating inventory turns-- 30 to 40 percent more inventory is shipped year over year -- and a lower cost per inventory unit, resulting in a \$1.3 million savings in 2009. In addition, Manhattan's WMS has helped reduce handling costs, dramatically improve accuracy and increased efficiency and productivity, with inventory processed in just 12 hours, down from a high of three days.

"Without Manhattan's Warehouse Management solution, we could not have achieved the growth we have to date," said Boyle. "The scalability of the solution has allowed GUESS? to target our systems and processes to the ever-evolving world of retail and wholesale distribution."

To read the GUESS? case study, please visit http://www.manh.com/sites/default/files/files/MANH-Guess_CaseStudy.pdf

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About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 21-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 organizations optimize 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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