Manhattan Associates Showcases "The Platform Effect for Retail" at Momentum 2011

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MOMENTUM 2011 -- Today at the Momentum 2011 conference in San Diego, Manhattan Associates (Nasdaq:MANH) will showcase "The Platform Effect for Retail" to meet today's always-on, everywhere commerce demands. A multi-media exhibit in the Momentum Discovery Center, "The Platform Effect for Retail" showcases a three-part shopping scenario that emphasizes how Manhattan supply chain optimization solutions can help retailers deliver a Zero Disappointment Retail(TM) experience to customers by providing choice and convenience through every shopping channel.

"Retailers must be prepared to fulfill their brand promise across every channel, without missing a beat," said Eddie Capel, executive vice president and chief operating officer, Manhattan Associates. "This requires real-time visibility of the entire supply chain along with dynamic decision-making capabilities that lower overall inventory while providing seamless touchpoints to the customer, no matter the channel."

The exhibit is open daily in the Discovery Center at Momentum 2011, currently underway at the Hilton San Diego Bayfront in California from May 22-25. The demonstration vignettes take visitors through an interactive shopping experience where a consumer's expectations for ordering, fulfilling and even returning products are met by leveraging a fully optimized retail supply chain. With Manhattan's platform-based approach, retailers can:

-- Save every sale: Manhattan's mobile supply chain applications leverage the Manhattan Supply Chain Process Platform and empower in-store sales associates to find, sell and deliver products to customers no matter where the product might be in the supply chain network while also providing a variety of shipping options to fulfill every brand promise made to customers.

-- Right-size inventory: Manhattan SCOPE(R) solutions provide the automation, real-time visibility and dynamic decision-making capabilities that lower overall inventory, reduce touches and get the right amount of products in the right place at the right time based on buying trends and seasonal demand.

-- React quickly and decisively: Manhattan provides a single source to consistently collect, manage, distribute and act on information and events that flow through the supply chain as events happen. This approach enables informed decision-making in re-routing shipments, allocating inventory or recalculating an entire plan based on events as they occur.

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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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