



David's Bridal Wins Customer Engagement Supply Chain Award From Retail TouchPoints

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ATLANTA, Feb. 29, 2012 (GLOBE NEWSWIRE) -- David's Bridal, the largest and fastest growing bridal retailer in the world, is the winner of Retail TouchPoints' "Customer Engagement Award for Supply Chain." The magazine honored 10 national retail leaders for different capabilities, based on innovative solutions throughout 2011—David's Bridal was recognized for its supply chain success. David's Bridal's supply chain is supported by Manhattan Associates, Inc.'s (Nasdaq:MANH) Warehouse Management, Distributed Order Management and Replenishment solutions from the Manhattan SCOPE® product suite.

The marriage between David's Bridal and Manhattan has been a long and very successful one. "More than 35 percent of all brides walk down the aisle wearing a David's Bridal gown," said Caryn Furtaw, chief information officer, David's Bridal. "Manhattan's solutions have helped us expand our growth, improve order accuracy, and balance cross-channel retail capabilities between more than 300 stores as well as on the Web."

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Upon accepting the Customer Engagement Award for Supply Chain, Michael Toth, vice president of business systems, David's Bridal, discussed the importance of maintaining a strong supply chain and other industry trends with Retail TouchPoints Editor Andrew Gaffney.

"We pride ourselves on delivering on the bride's dreams and order management is a big component of that," said Toth. "Implementing the distributed order management product has allowed us to ensure that we deliver on those dreams. We are able to accurately identify, source, prioritize and deliver her order."

To watch the Retail TouchPoints interview on RetailTouchPoints TV, click here.

To watch a case study on David's Bridal, click here.

Manhattan SCOPE is a comprehensive portfolio of supply chain solutions that leverages the industry's first and only Supply Chain Process Platform to deliver cross-application optimization and integration not previously possible in the supply chain industry. Since implementing Manhattan's WMS, DOM and IO solutions, David's Bridal has been able to run complex supply chain operations with notably less cost and effort, while still improving performance and efficiency.

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About David's Bridal

With more than 60 years of experience dressing women of all ages for life's special occasions, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted bridal gowns and bridal party dresses. Known for outstanding value, fashionable designs and the ease of one-stop shopping, nearly 60% of all brides in the US choose to shop at one of more than 300 David's Bridal stores located across the US, Canada and Puerto Rico. Working with a knowledgeable bridal consultant, a customer can enjoy trying on a wide selection of gowns and dresses in her size with the added convenience that most styles are available to take home the same day. To learn more about David's Bridal, visit www.davidsbridal.com.

About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 22-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 optimize their supply chains from planning through execution; Manhattan SCALE™, 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.

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