



Asda Direct Selects Manhattan Associates to Support Business Growth

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LONDON and ATLANTA, July 3, 2012 (GLOBE NEWSWIRE) -- Global supply chain optimization provider [Manhattan Associates](#) (Nasdaq:MANH) today announced that Asda Stores Limited, one of the UK's leading multi-category retailers, has selected multiple components from the [Manhattan SCOPE®](#) supply chain solution portfolio to support the future growth of its general merchandise ecommerce operation Asda Direct. The retailer will deploy the solutions within several distribution centers (DCs) across the UK where Asda Direct orders are fulfilled. In doing so, Asda Direct will leverage the Manhattan [Supply Chain Process Platform](#) (SCPP) for cross-application optimization, ease of configuration and implementation, and a lower overall cost of technology ownership.

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Paul Anastasiou, head of distribution for new business at Asda Direct, commented, "What we needed was a supply chain technology platform that would allow us to continue along the growth trajectory we've experienced in recent years. We also wanted a systems platform that would allow us to enhance the overall efficiency of our distribution processes and offer complete visibility of inventory throughout our operation. Finally we wanted a supply chain technology platform that could integrate with our core systems and support our growth and range expansion goals. We chose Manhattan Associates because its systems met all of these requirements and because its people really understood our organization and our business challenges from the get-go."

Asda Direct offers a huge range of goods from electrical appliances and clothing to home furniture, toys, home entertainment products, garden and outdoor equipment and baby items. The business has experienced rapid growth over the last four years since it was launched and anticipates a continuation of this trend for the foreseeable future - both in terms of revenue growth and expansion of its product range. The Manhattan technology will support a range of ordering and delivery options which will extend as the deployment project progresses.

Rob Wilks, distribution systems manager, added, "While we will initially focus on deploying Manhattan's Warehouse Management solution, the potential to implement additional, complementary, solutions from the Manhattan product suite, and what that gives us in terms of future flexibility and adaptability, was a big appeal to us."

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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; and [Manhattan SCALE™](#), a portfolio of distribution management and transportation management solutions built on Microsoft .NET technology. For more information, please visit www.manh.com.

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