



Manhattan Associates Hosts Latin American Supply Chain Leaders in Mexico City

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ATLANTA, Oct. 11, 2012 (GLOBE NEWSWIRE) -- [Manhattan Associates](#) (Nasdaq:MANH) hosted [Manhattan Exchange Mexico 2012](#) at the Westin Santa Fe in Mexico City on Oct. 9, with attendees including Latin American supply chain leaders Grupo Elektra and grocer Tiendas Chedraui. The event—sponsored by Fortna|IBM, Logistica de Mexico, and Vocollect—featured keynote addresses from Tiendas Chedraui S.A. de C.V. Chief Logistics Officer Arturo Vasconcelos and Manhattan Product Management Vice President David Landau.

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Several participating companies discussed the growing importance of multichannel retailing, improving service levels, reducing labor and transportation costs, and optimizing inventories in Mexico and other Latin American economies.

"Multichannel retailing is revolutionizing the way we shop, and the way we deliver," Tiendas Chedraui S.A. de C.V. Chief Logistics Officer Arturo Vasconcelos said. "Exchange Mexico brought leading Latin American companies together to collaborate and share ideas about a variety of topics, leaving us with a better understanding on what can be achieved with a fully optimized supply chain."

Headquartered in Mexico City, Mexico Exchange attendee, and Manhattan customer, Grupo Elektra's supply chain is powered by solutions from the [Manhattan SCOPE®](#) portfolio, which leverages the industry's first and only [Supply Chain Process Platform](#) to enable companies to accomplish tasks shared across its supply chain optimization network. The Supply Chain Process Platform provides the ability to integrate, as well as share data and workflows with all implemented supply chain solutions to create a holistic supply chain environment.

The partnership between Manhattan and Grupo Elektra recently expanded online, with the multichannel retailer planning e-commerce sites in five more countries. Internet Retailer examined Grupo Elektra's strategy with Manhattan in their [May](#) issue.

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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; [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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