



Manhattan Customer Macy's Wins Customer Engagement Supply Chain Award From Retail TouchPoints

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ATLANTA, Jan. 8, 2013 (GLOBE NEWSWIRE) -- Macy's, Inc. (NYSE:M), one of the world's largest fashion goods retailers, will be presented with *Retail TouchPoints'* [Customer Engagement Award](#) for Digital Technology at the [National Retail Federation's Annual Conference](#) next week in New York City. The magazine honored 10 national retail leaders for different capabilities, based on innovative customer solutions implemented throughout 2012. Macy's supply chain is supported by [Manhattan Associates'](#) (Nasdaq:MANH) [Distribution Management](#), [Labor Management](#), [Slotting Optimization](#), and [Supply Chain Intelligence](#) solutions from the [Manhattan SCOPE®](#) product suite.

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During Manhattan's annual Momentum Conference in May 2012, Macy's, Inc. Senior Vice President Brian Leinbach spoke about the retailer's plans to bring digital assets into its stores.

"Ninety percent of our customers research online at least occasionally before purchasing in-store," said Leinbach. "Our best customers shop us online and in our stores." He added that Macy's, Inc. customers are also twice as likely as other online buyers to have researched a product in its stores before purchasing online.

In addition to equipping sales associates with mobile devices to increase customer service, Macy's, Inc.'s is exploring additional technology including digital mannequins, kiosks, visual broadcasting systems, and touch screen digital displays.

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About Macy's, Inc.

Macy's, Inc. is a department store holding company and owner of Macy's and Bloomingdale's department stores. Macy's, Inc.'s stores specialize mostly in the retail sale of clothing, cosmetics, jewelry, watches, bedding and bath, dinnerware, and furniture. Headquartered in Cincinnati, Ohio, Macy's, Inc. operates more than 850 stores in the United States.

About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 23-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.

CONTACT: Will Haraway
Manhattan Associates, Inc.
(678) 597.7466
wharaway@manh.com

Amber Rigsby
Manhattan Associates, Inc.
(678) 597.6820
arigsby@manh.com

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