



## Manhattan Associates Showcases Omni-Channel Expertise in Fashion Retail at WWD Digital Forum

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ATLANTA, Sept. 17, 2013 (GLOBE NEWSWIRE) -- [Manhattan Associates Inc.](#) (Nasdaq:MANH) a global provider of Supply Chain Commerce solutions, announced today that it is showcasing its omni-channel fashion retail experience and capabilities at the [Women's Wear Daily Digital Forum](#), taking place September 18 in New York City. The conference is an exclusive event for top fashion retail executives to discuss the latest trends and best practices in winning and keeping the business of today's demanding shoppers.

Tweet this news! [@manhassocnews](#) showcases omni-channel expertise in fashion retail at [@womensweardaily](#) digital forum [www.manh.com/news/wwd-digital-forum](http://www.manh.com/news/wwd-digital-forum)

The fashion retail industry has become the epicenter for eCommerce growth globally. Digital analyst firm [eMarketer estimates that online](#) sales of apparel and accessories, with a compound annual growth rate (CAGR) of 17.2 percent over the next four years, will be the fastest-growing sector of all retail categories.

To manage the explosive growth, retailers around the world are rethinking their sales and distribution strategies, turning to their existing network of stores as a critical asset, allowing them to make the omni-channel shopping experience personal and profitable. Manhattan Associates' customers—who are among the leaders in fashion retail—turn [Manhattan's Order Management Solutions](#) to minimize lost sales due to out-of-stock conditions by intelligently pooling inventory across the retailer's network of distribution centers, suppliers and stores and making it available to sell through any channel.

"Our customers have discovered significant, untapped demand in their web and mobile selling channels by activating our omni-channel order management solutions and unlocking inventory across their networks," said Brian Kinsella, vice president of order management, Manhattan Associates.

"With seasonal pressure on inventory turns, fashion retailers are selling products with expiration dates," continued Kinsella. "When combined with the growth trajectory of eCommerce apparel sales, and the unrealized demand our customers are uncovering—we see fashion retailers at the forefront of benefitting from robust, omni-channel order management technology."

In addition to Order Management, Manhattan's omni-channel solutions include [Store Inventory & Fulfillment](#), which allows store associates to quickly execute order fulfillment requests and improve inventory accuracy—entirely on a mobile device—resulting in increased margins and customer satisfaction.

- Download [The Omni-Channel Look Book for Fashion Retail](#) to learn more about the technologies and expertise Manhattan Associates provides to help fashion retailers capture untapped demand.
- Watch the video [She's In Your Stuff](#) to understand how Supply Chain Commerce is bringing companies closer to their customer—in retail, wholesale and manufacturing.

Receive up-to-date product, customer and partner news directly from Manhattan Associates on [Twitter](#) and [Facebook](#).

### About Manhattan Associates

Manhattan Associates brings companies closer to their customers. We design, build and deliver market-leading Supply Chain Commerce solutions that drive top-line growth by converging front-end sales with back-end supply chain execution and efficiency. Our software, platform technology and unmatched experience help our customers around the world adapt to the challenges of the omni-channel marketplace. For more information, please visit [www.manh.com](http://www.manh.com).

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