



## Manhattan Associates and Logiciel Target Thailand's \$30 Billion E-Commerce Market

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BANGKOK and ATLANTA, June 12, 2015 (GLOBE NEWSWIRE) -- [Manhattan Associates](#), Inc., (Nasdaq:MANH) today announced the appointment of [Logiciel Consulting and Development Co.](#), a market leading consultancy specializing in supply chain commerce and distribution management solutions, as a Manhattan GeoPartner (geographical partner) in Thailand. The partners' business growth efforts will be focused on a rapidly expanding e-commerce sector being driven by rising smartphone penetration, greater government commitment to supporting the country's digital economy and a continually-improving transport and logistics infrastructure.

While the companies have worked together on a number of projects since 2012, Logiciel's attainment of GeoPartner status is testimony to Manhattan's confidence in Logiciel to support existing customers as well as help it grow its client base in Thailand. Logiciel will focus on selling, deploying and supporting Manhattan's [Distribution Management Solutions](#) in the market.

Kanlaya Domdom, director of Operations at Logiciel, commented, "With Thailand's e-commerce market set to top 1 trillion baht (US\$30 Billion) in 2016<sup>1</sup>, we're seeing a wave of opportunity from online retailers and distributors, around the need to have more adaptive and flexible supply chains to meet online and omni-channel fulfillment needs. The combined Manhattan and Logiciel offering is already creating exceptional value for multiple companies in Thailand, helping them deliver on their customer service, distribution efficiency and business growth goals, and we look forward to extending our role in the enablement of Thailand's digital economy in the coming years."

"Logiciel's elevation to GeoPartner status represents a key milestone for Manhattan Associates in Thailand and underlines our growth ambitions in the region," commented Richard Wright, general manager at Manhattan Associates, Southeast Asia. "Our joint Supply Chain Commerce Solutions proposition will enable businesses to serve customers in ways that earn their loyalty which in turn will drive revenue and margins."

"Logiciel's partnership with the global leader in Supply Chain Commerce Solutions will be mutually beneficial," continued Domdom. "It will allow Manhattan to continue building its operations in Thailand and strengthen our own position in the market, enabling us to offer local and international companies operating in Thailand additional options for supply chain commerce expertise."

<sup>1</sup> [Thai Commerce Ministry](#)

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### About Logiciel Consulting and Development Co.

Founded in 2011 and headquartered in Bangkok, Logiciel is the only software company in Thailand specializing in the delivery of end-to-end solutions for distribution and supply chain management. Logiciel's mission is to provide advanced, innovative and proven best-practice solutions to improve clients' competitiveness and productivity by applying best practices, processes and the latest technologies. Its solutions incorporate technology from Manhattan Associates, a global leader in Supply Chain Commerce Solutions. For more information, please visit [www.logicielcd.com](http://www.logicielcd.com).

### About Manhattan Associates

Manhattan Associates makes commerce-ready supply chains that bring all points of commerce together so you're ready to sell and ready to execute. Across the store, through your network or from your fulfillment center, we design, build and deliver market-leading solutions that support both top-line growth and bottom-line profitability. By converging front-end sales with back-end supply chain execution, our software, platform technology and unmatched experience help our customers get commerce ready—and ready to reap the rewards of the omni-channel marketplace. For more information, please visit [www.manh.com](http://www.manh.com).

Contact: [

Gareth Marshall

Spark PR

Tel: +66 (0) 2-653-2717-9

[gareth@spark.co.th](mailto:gareth@spark.co.th)

Daniel Osborne

Manhattan Associates

Tel: +61 (0) 2 9454 5438

[dosborne@manh.com](mailto:dosborne@manh.com)



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