



Brightstar Builds Omni-channel Fulfillment Platform with Manhattan Associates

December 19, 2016 6:00 PM EST

SYDNEY, Australia and ATLANTA, Dec. 19, 2016 (GLOBE NEWSWIRE) -- Brightstar, the world's leading mobile services company for managing devices and accessories across the wireless ecosystem, has invested in [Manhattan Associates, Inc.'s](#) (NASDAQ:MANH) [Warehouse Management Solution](#) (WMS) to facilitate a service transition to an omni-channel fulfillment model and to boost supply chain performance for its Australian customers.

"Supply chains must respond according to the needs of customers and deliver that individual level of service they have come to expect. We're providing businesses with a platform that's designed to deliver competitive advantage, and driving customer satisfaction through a world-class distribution capability and customized fulfillment options," said Mariela Millington, CIO of Brightstar APAC.

Running on Brightstar's cloud infrastructure, the Manhattan technology allows businesses to monitor and evaluate supply chain performance in real-time, contributing to better decision-making and enabling a perpetual cycle of operational improvement that benefits the bottom line. The technology will also enable Australian businesses to get closer to their customers and enhance the buyer's brand experience. Decision-makers will be able to take a deep dive into transactional data, and acquire new insights into customer behaviour and purchasing trends across their business.

Raghav Sibal, managing director Australia and New Zealand at Manhattan Associates, commented, "With Manhattan's omni-channel fulfillment platform, Brightstar will transform the wireless mobile ecosystem by accelerating speed to market for consumers and allowing the world's top operators and retailers to turn their mobile supply chain into a competitive advantage. We're honored to be selected by Brightstar and excited to play such a key role in delivering the next phase of innovation and services that improves how wireless companies reach consumers."

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

About Brightstar

Brightstar, a subsidiary of SoftBank Group Corp., is a leading provider of B2B services to mobile manufacturers, operators, retailers, and enterprises. With more than 50,000 customers in about 100 countries across six continents, Brightstar is firmly positioned at the centre of the wireless ecosystem. Brightstar touches almost every aspect of a mobile device somewhere in its lifecycle, by providing innovative services that can be seamlessly integrated across customer mobile value chains. Brightstar reported global net revenues of approximately \$12.1 billion in 2015. For more information, please visit www.brightstar.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.au.

Contact: [

Corinne Nolte
Mulberry Marketing Communications
Tel: +61 3 9023 9110
cnolte@mulberrymc.com

Daniel Osborne
Manhattan Associates
Tel: +61 (0) 2 9454 5438
dosborne@manh.com



Manhattan Associates