MANHATTAN ACTIVE™
OMNI

ıΛ Manhattan
Associates®

PUSH POSSIBLE™

FOR YOUR CUSTOMERS

DON'T GIVE YOUR CUSTOMERS GREAT EXPERIENCES, GIVE THEM THEIR EXPERIENCES.

The types of experiences your customers want are as varied as their personalities. Perhaps your customer's idea of a great experience is a high-touch, intimate encounter with your brand. She rewards you with repeat business because your staff can predict what she wants and recommend meaningful items based on what she has previously purchased.

Another customer may seek convenience, coming back again and again because you make his busy life easier. Serving him takes a highly choreographed approach that seamlessly joins the physical store, online, and mobile, with a spectrum of fulfillment options ranging from same-day pick-up to home delivery. And let us not forget the customer who wants to get in and out of the store as quickly as possible and will not hesitate to leave if there is a long line at checkout.

The Manhattan Active™ Omni suite is the first of its kind, engineered for an omnichannel world, and built to deliver on the customer experience promise. Born in the cloud, Manhattan Active Omni is a comprehensive portfolio of solutions and services that is always current and fully extensible.

With Manhattan Active Omni, we have shattered the boundaries between channels. Capabilities are now universal, available to any team member, in any location, at any time—with one application. Need to understand how one of your stores is performing in real time from an Android tablet? You can do that. Want to choose a Twitter handle for your contact center reps to monitor engagement opportunities on your Windows desktop? You can do that. Yearning to pull out an iOS device to cross-sell a store pick-up customer and check him out as well? You can do that, too.

Manhattan Active Omni gives your team command of every aspect of omnichannel operations—at headquarters, in the contact center, or in the store. Everyone has the same holistic view of customers and their transactions, regardless of channel, with built-in case management, social listening, and communication capabilities. Fine-grained tools for inventory visibility and availability across the enterprise keep every customer satisfied and coming back. Store features like point of sale, clienteling, and fulfillment actions are available in a mobile app or via a web browser. And because our Omni solutions are cloud-native, you get the newest features as soon as they are available, with automated scaling for peak demand; allowing you to continue innovating when your competitors are locking down their systems for the holiday season.

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"Manhattan's success with large and innovative omnichannel retailers, across multiple geographies, was critical in our selection process. Its Enterprise Order Management solution will become the heartbeat of our omnichannel operation and will drive conversions across every point of commerce and improve customer lifetime value."

– LACOSTE

MANHATTAN ACTIVE™ OMNI

ENGINEERED FOR TODAY'S RETAILER

Manhattan Active Omni is the most technologically advanced ordering platform ever delivered to the retail industry; and because your customers prioritize experience, price, and speed, you cannot afford to stake your business on technology designed before many of them were born.

CLOUD-NATIVE AND SCALABLE TO DELIVER ON THE OMNICHANNEL PROMISE, PROFITABLY

Retail has changed. From B2B to B2C to B2B2C, merchants are scrambling to adapt to a reality in which nearly every order is digitally influenced, delivery must be fast and free, and their stores must provide fulfillment capabilities, as well as customer sales and support. Mobile is no longer a channel but the dominant engagement platform in every channel. The ability to support the omnichannel promise to customers, profitably, has become paramount for retail leaders, and with good reason.

Almost no solution available to retailers to execute on that customer promise was designed for unified commerce. In fact, most are carryover designs from last century, built when shipping from four or five distribution centers was considered complex. They are unwieldy, use monolithic data structures, and require extensive manual support to deploy configurations and updates in order to scale. The interfaces are not responsive or consistent and most were designed before the cloud was conceived.

Cloud-native and engineered entirely with micro-services, Manhattan Active Omni solutions take the best design and process learnings of the past quarter-century of distributed commerce and deliver them in a single application platform. Powerful, modern, and scalable, Manhattan Active Omni was purposefully engineered to meet the demands of the omnichannel retailer.

We work relentlessly to deliver solutions that reduce the risk of innovation for you. Why should you have to freeze your systems five months out of the year? Why do you have to spend hundreds of cycles testing and retesting to maximize the performance of the system to meet peak demand? Why train your team on multiple interfaces and systems to expose the exact same information, just because it occurs in a different channel or phase of the buying journey? With Manhattan Active Omni, you don't.

Manhattan Active Omni is the most technologically advanced ordering platform ever delivered to the retail industry; and because your customers prioritize experience, price, and speed, you cannot afford to stake your business on technology designed before many of them were born.

DELIVER ANY EXPERIENCE THEY CAN IMAGINE

From the casual browser to the modern consumer who effortlessly navigates online, mobile, and physical shopping, the Manhattan Active Omni solution suite allows you to Push Possible™ to deliver to your shoppers "their experiences."

SOLUTION COMPONENTS

ORDER MANAGEMENT

Manhattan Active™ Omni provides the ability to manage the entire lifecycle of customer transactions regardless of channel, both inbound or outbound—call center, digital commerce, online marketplaces, distribution centers, stores, drop-shippers, resellers, and more. Retailers rely on Enterprise Order Management to initiate or manage the complete, end-to-end life cycle of the customer order from initial fraud check to payment settlement and sales posting. With Enterprise Order Management, every single system that creates, interacts, reads, or reacts to your customers and their transactions is interconnected. It provides a single source of truth for anything and everything related to your orders. Digital commerce systems, your customers, call center agents, fulfillment leaders, and store associates alike are exposed to a real-time view of transactions and global inventory. Within a single system of record for customer orders across all channels, brands and geographies, merchants can greatly improve omnichannel capabilities and the customer experience.

Features + Functions

Orchestration

– Support orders from any channel for a single source of truth
– Reduce complexity and cost with a single architecture
– MACD (moves, adds, changes or deletes) of in-flight orders
– Track specific milestones to pro-actively raise and resolve issues
– Audit every modification during the order lifecycle process
– Provide support for multi-brand, multi-country, multi-currency
– Manage payment life cycle for every order, across channels

Fulfillment

– Provide support for BOPIS, BORIS, ship to store, ship from store
– Support any fulfillment like ship to home, pick up in store, ship from store and same-day delivery within a single order
– Enable returns through any channel with automated refunds
– Make inventory adjustments and manage enterprise inventory levels based on appropriate disposition codes

Interoperability

– Leverage legacy ordering solutions to maximize existing investments with a single view of the order to customer
– Enable capabilities like customer history lookup, save the sale, and cross-channel returns/exchanges with extensive REST services
– Pre-integrate tax calculations with third-party tax applications
– Pre-integrate payment processing with third-party gateways

"As we deliver on our omni strategy, our product fulfillment capabilities are crucial, and Manhattan's OMS is helping us with enhanced visibility of our product inventory so that we can deliver our product shipments most efficiently and effectively to our customers."

– PETSMART

THE "OMNI" IN OMNICHANNEL

THE MOST ADVANCED ORDER ORCHESTRATION AND OPTIMIZATION SOLUTION EVER BUILT

Meeting shopper expectations requires a unified approach, from capturing the order to accepting returns via any channel. Customers should not need to bend their shopping behavior to match the contours of a retailer's capabilities.

With Manhattan Enterprise Order Management, retailers can have complete command and control of customer transactions, visibility and availability of inventory, and orchestration of orders across the enterprise—all in real time. At the same time, retailers can weigh every fulfillment option and simultaneously consider product performance, geographic implications, financial costs, operational costs, and customer satisfaction impact to always choose the most profitable option to meet the customer promise.

Most ordering platforms retailers use to execute on the customer promise are carryover designs from the last century, built when shipping from four or five distribution centers was considered complex. They have become unwieldy, use monolithic data structures, and require extensive manual support to deploy configurations and updates to scale. The interfaces are not responsive or consistent and most were designed when the cloud was just water vapor.

Manhattan Enterprise Order Management provides the tools retailers need—in a wide range of deployment models—to build an agile, powerful, and fully optimized, yet collaborative, organization tailored to the realities of shopping today.

ENTERPRISE INVENTORY & AVAILABLE TO COMMERCE

When faced with the challenge of order fulfillment, retailers must start with the goal of seeing a complete product availability picture from the global network. You surely cannot sell what you cannot see, but you should not always sell what you can see, either. The view of inventory should be dynamic, adjusted not just on what we want, but also on where we're looking for it, who's looking for it, when we need it, and what we need with it.

If your customer is interested in value-added services such as gift wrapping or next-day delivery, those requests could affect availability—the closest store may have the item, but not offer the requested services, so that inventory should be removed from the customer view. Considering constraints when displaying inventory availability enables retailers to furnish a dynamic, dependable inventory picture for any type of segmentation, including geographic regions, individual stores, or even specific customers. These personalized views of inventory provide consistency in setting expectations throughout the shopping journey.

For omnichannel retailers who are refining their unified distribution, however, exposing the right inventory to the right customer is not the end of the story. The ability to deliver on the customer promise and maximize margins requires intelligent optimization to ensure markdowns and stock-outs are minimized, store staffing and fulfillment capacity are maximized, and customer delivery promises are met.

Enterprise Inventory provides a powerful, real-time view of perpetual inventory across every fulfillment location in the enterprise, including in-transit, on-order, and third-party owned/fulfilled inventory. By aggregating global inventory data across their fulfillment network, retailers maximize opportunities to convert via all selling channels. Know where every item is in your network, all the time.

Features + Functions

- See all on-hand, in-transit, and on-order inventory at the distribution center (DC), stores, and suppliers in real time
- Disposition any inventory, whether defective, damaged, or other
- Segment store inventory into back-room, floor, and more
- Use a standard event to publish inventory events and synchronize inventory positions across the network and external applications in real time
- Virtualize division of on-hand inventory across multiple channels, maintaining a single pool at the DC
- Use single, consolidated purchase order across channels
- Manage on-order and in-transit inventory by channel or usage

Available to Commerce is an advanced constraint engine that complements Enterprise Inventory to allow retailers to quickly define and reconfigure views or scenarios to match the right customer to the right units of inventory. This dynamic view can simultaneously consider factors such as merchandising, logistics, finance, store operations, and other user-defined characteristics to turn inventory visibility into true availability, in real time.

Features + Functions

- Establish rules around inventory availability based on selling channel, retail brand, delivery method, seasonality, store capacity/capability, inventory accessibility, inventory disposition, presentation stock rules, safety stock levels, etc.
- Manage availability through operational constraints such as fulfillment outages and store workload
- Enable changes to view any inventory through REST-based APIs
- Deliver real-time inventory availability updates to any channel
- Protect store inventory levels to please walk-in customers
- Reserve and provide ship dates for orders in any channel

ADAPTIVE NETWORK FULFILLMENT

The process for inventory and fulfillment planning has been consistent for nearly a century. Years of experience and insight by skillful fulfillment professionals elevated the science to more of an art that was honed through years of consistent experiences.

Until now.

Within the past five years, the consumer demand for fast and free delivery, the enablement of the store network as fulfillment activity nodes, and the subsequent margin pressures have rendered most of that knowledge obsolete.

Retailers are responding with omnichannel initiatives, and for those who are refining their unified distribution, exposing the right inventory to the right customer is not the end of the story. The ability to minimize markdowns and stock-outs, while maximizing the usage of return inventory balanced with historical store performance, current traffic, and resource load, requires real-time, intelligent optimization beyond what a human can do alone.

Adaptive Network Fulfillment (ANF) uses intelligent optimization to evaluate large numbers of parameters across fulfillment, transportation, stores, and customers in real time to maximize margins and profitability of digitally-influenced orders with minimal impact to in-store shopping experiences and store labor.

Adaptive Network Fulfillment is the final piece of the inventory puzzle for omnichannel retailers, adding optimized sourcing to global inventory visibility and dynamic availability views to make promises you can keep to your customers, profitably.

And because stores are on their way to becoming one of the most critical components in an omnichannel retailer's fulfillment network, the complexities and differences of using a store as opposed to a distribution center for fulfillment must be reconciled. The store requires evaluation of additional considerations such as historical performance of fulfillment activities, staffing load, in-store traffic, and inventory levels.

Optimizing how stores are leveraged for fulfillment opens the opportunity for quicker delivery times by leveraging proximity to customer and optimal inventory utilization for profitability and service commitments. Merchants are able to expanding fulfillment capacity during sales, promotions, and other peak periods and increase order margins by leveraging local and/or marked-down inventories. In fact, retailers can enjoy reduced risk of markdowns and return-to-vendor situations by leveraging locations with deepest supply levels and increased customer satisfaction by saving a potentially lost sale if a product is not available at a DC but is available in a nearby store.
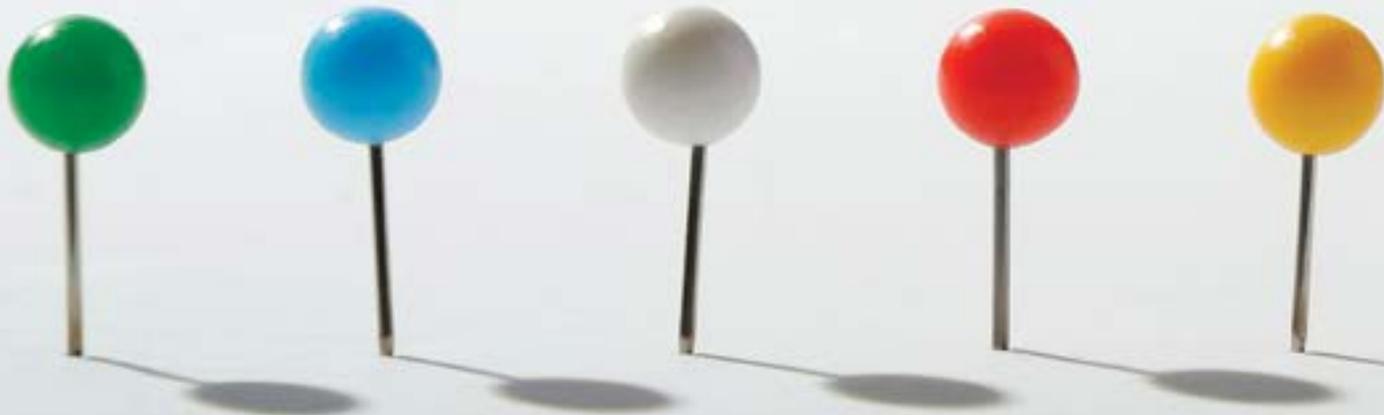
Features + Functions

Optimization

– Define optimization strategies based on service levels, free shipping, clearance items, and customer classifications
– Evaluate multiple fulfillment considerations holistically
– Convert each consideration to a cost of fulfillment, including shipping/handling, capacity, rejection rate, inventory levels, days of supply, selling price, and proximity to customer
– Balance fulfillment workload across facilities
– Address surplus units and protect last units in-store
– Leverage historical rejections rates, accuracy, and workload
– Ship from stores with price markdowns in addition to shipping and handling costs
– Use incentives or deterrents based on real-time data, such as surplus inventory or maximum fulfillment capacity
– Prioritize fulfillment from facilities that are designed for volume, such as distribution centers and larger footprint stores

Understanding and Adapting

– View every fulfillment decision, with overall cost breakdown, and decision parameters
– See single order detail or real-time global network performance

Fulfillment

– Route orders and track status in real time to a distributed network of DCs, stores, and suppliers
– Support complex merge-in-transit fulfillment flows for a single delivery to the customer
– Utilize vendor drop-ship order fulfillment
– Handle fulfillment outages, capacity constraints, and inventory protection

CONTACT CENTER

The most valuable commodity for most people today is not money, it is time.[1] Your customers value service quality and convenience more than price, and as an industry we are striving to provide exceptional experiences. Seventy-two percent of businesses say that improving the customer experience is their top priority, and yet companies are still leaving over sixty billion dollars on the table each year due to poor service levels.[2] Great customer service is about understanding what causes your customers pain, and taking it away.

When the majority of all orders are digitally influenced, consumers should have the answers to questions like, "Where is my order?" at their fingertips. But when they need real help, they want to talk to you. And your service agents need easy-to-use tools and access to that customer's transaction data to make those interactions smooth and fast. When you do it right, the contact center creates excellent opportunities to make lasting impressions on those customers reaching out with complex questions.

Contact Center gives your customer service associates the information and capabilities necessary to create indelible omnichannel experiences—right at their fingertips. When it comes to service, the way to create loyal customers is by helping them solve their problems quickly and easily; and with Manhattan Contact Center, you can do just that.

Features + Functions

– Create fast and easy access to a customer's most recent transactions originating from any channel
– See one view of supply and demand across channels
– Reduce inquiry call times with the most requested order and return-related information in fewer clicks
– Capture sales with robust item search and product info features
– Offer pricing, promotions, taxes, and payment processing
– Enable customer modifications to any attribute of the order
– Gate and monitor access across various user roles for functions like appeasements, returns, etc.
– Provide customer order status inquiry, returns, and exchanges with embedded self-service console for digital commerce
– Switch between customer orders, returns, and exchanges
– Support returns and even/uneven exchanges across channels
– Give support associates options for multiple delivery methods like ship to address, pick up in store, and ship to store
– Leverage store locater and store-level inventory visibility
– Expand with a flexible and easily extensible UI
– Maximize legacy investments with RESTful API architecture
– Integrate seamlessly with Customer Engagement for social communication and customer insight

CUSTOMER ENGAGEMENT

Customers believe that they have a relationship with you after they have shopped with you. They want to be recognized by you, and they want to feel as valuable to you as you are to them. They want to be appreciated and listened to—are you there for them when they need you?

Customer Engagement gives associates and customer service professionals the tools they need to see the complete picture of the customer, their preferences, and their tendencies, as well as the opportunity to provide them with brand-defining experiences that will keep them coming back again and again.

The question retailers should ask themselves is not, "Do I know my customer?" but rather, "Does what I know about my customer help me to ensure my promise to her is fulfilled?"

Customer Engagement was designed to help retailers listen to when, where, and how their customers speak and observe how they shop. Customer Engagement combines unstructured insight, like social conversations within the same view as the real-time customer order, transaction history, and tendency data. As a result, it provides a rich view of the customer that becomes "actionable"—allowing retailers to proactively read the story of the customer's experience and make instant adjustments in the same tool to deliver a happy ending. As part of Manhattan Active Omni, Customer Engagement is intrinsically connected to the rest of the suite, like Enterprise Order Management, so when potential issues arise during the buying journey, they are automatically exposed within the context of a customer's history with the retailer. Issues can be corrected before they become problems. Combining rich insight and the order in the same tool delivers the industry's first and only actionable insight into the what, why, and how of omnichannel shopping. And with the flexibility of Manhattan Active architecture, everything Customer Engagement knows about your customers and their orders is also easily accessible by your existing marketing automation and loyalty solutions.

Customer Engagement enables your customer teams, regardless of channel, to take the next step in their ability to deliver on the omnichannel promise for your customers.

No matter how much effort is invested in understanding your customer and refining the buyer journey, things don't always go as planned. What matters is not that an issue arises but that when it does, your customer service associates are prepared to ensure your promise to your customer can still be fulfilled. A comprehensive view of the customer—complete with preferences, tendencies, and order and communication history—is critical to the process. But understanding your customer, taken by itself, is only half of the picture. Can you use what you know to instantly take action, without switching applications, to deliver on your promise and guide that customer using the communication channel she prefers? With Manhattan Customer Engagement, you can.

Features + Functions

– Resolve issues quickly using advanced case management and escalation framework
– Unify customer engagement tools that are deployable on any device or OS
– Listen to social networks with communication capabilities for customer dialogue
– Integrate preferences and history of experiences natively to the ordering and customer system of record
– Detect issues using predictive notifications from order management to initiate cases
– Expose lifetime spend, purchase tendency, social insights, and intelligent alerts to maximize customer interactions
– Improve performance through a unified agent dashboard with a consolidated view of their team performance across communication channels
– React quickly to trending events within the business that are related to customer, associate, store, or items
– Listen to, respond to, and engage with customers across social channels to provide a more proactive customer service
– Provide a view of customers' previous interactions and transactions across channels along with open cases for that customer
– Reduce customer friction with out-of-the-box telephony integration, automatically exposing the customer dashboard for incoming calls and capabilities such as transfer, hold, conference call and call wrap
– Receive and process inbound emails, chats, and social requests, and respond to them in the native channel

KNOWING YOUR CUSTOMER
IS NOT ENOUGH.

PERSONALIZED AND ACTIONABLE INSIGHT ENSURES EXCEPTIONAL EXPERIENCES

For most merchants, the effort of collecting physical and digital commerce statistics, trying to combine and expose that data in a useable manner, and even tapping into external data such as social sentiment, to understand the customer is not new. Even if the data is successfully consolidated and exposed to help retailers understand the customer, it is most often a view of what has already occurred. Trying to make real-time adjustments to ensure a great buying experience based on that data is impossible, or at the very least it requires multiple systems and entry points for the customer team.

Cloud-native, responsive, and always current, Manhattan Active Solutions help retailers ensure exceptional experiences through actionable insight and predictive analytics built directly into the solution, to intelligently engage their customers at any step of the shopping journey.

POINT OF SALE

Traditional point of sale (POS) systems were never designed for the world of unified commerce and do not offer the wide range of customer-centric capabilities needed in today's retail environment. Most legacy systems struggle with capabilities like network inventory, combined online and physical orders, and in-store promotions. At the same time, e-commerce platforms are rarely robust enough to support in-store transactions, which means with anything but Manhattan Active Omni, you are compromising.

To compete effectively in brick-and-mortar retailing, merchants need an engagement platform that helps store associates get ahead of their connected customers. Store operators are adapting to changing store designs and formats, as well as new combinations of order and payment types. Until now, store systems deployment choices were largely technology decisions, not business decisions.

Since it is part of the Manhattan Active Omni platform, Point of Sale supports deployments anywhere, whether in the store, on traditional Windows terminals, or on mobile iOS and Android devices, using the same responsive interface in all form factors. Manhattan Point of Sale supports permanent stores or pop-up locations, high-touch service, or high-traffic volume, allowing retailers to choose the best deployment strategy for their business.

Point of Sale has real-time access to global network availability. With a single swipe, the store will never miss an opportunity to delight a customer. The aisle is always endless, all customer engagement venues operate on a single, more easily managed version of software, and the solution is easy and intuitive, whether on a fixed lane or a mobile device.

And with promotional events and deal pricing, Point of Sale utilizes Manhattan Active Omni's global promotions and pricing capabilities in the store. Promotional events and deal pricing utilizes set theory to create a rich environment for offers by markets, geographies, channels and customers to make it simple to make the right offer at the right time.

Features + Functions

– Utilize a single, responsive user interface for omnichannel selling
– Management of complex pricing promotions with automated "best deal" outcomes
– Associate linking for in-store management of sales credit and rules adherence
– Calendar views for customer appointments and associate tasking
– Support industry-leading point of sale hardware options
– Deploy any combination of fixed or mobile devices across iOS, Android, Windows, or browser
– Deliver uninterrupted operation with on-site fault tolerance
– Support business-specific extensions with no update impacts
– Integrate securely to third-party payment systems
– Support digital catalogs, adapted to form factor and use case
– Configure look-and-feel branding and intuitive workflows
– Use centralized, web-based administration with rich, configurable feature sets for all transaction types
– Deliver a single system of record for all transaction types

CLIENTELING

Manhattan Clienteling allows store teams to help their customers at key points along the shopping journey—before, during, and after store visits—for personalized attention and service. Clienteling is part of the same platform as Point of Sale, seamlessly providing digital selling aides to store associates and helping drive both sales and the execution of exceptional in-store experiences.

Features + Functions

– Utilize a single, responsive user interface for omnichannel selling
– Configure store outreach and in-store interaction with customer profiles, history, and preferences
– Operate as a discrete "black book" for high-touch customer engagements
– Coordinate product style, coordinates, and separates with customers preferences
– See a 360° customer view across channels, including order history and customer wish lists
– Provide recommendations, scratch pad, and customer notes
– Deliver POS anywhere with full checkout functions
– Personalize customer-specific shopping and guided selling
– Integrate legacy or third-party recommendations engines
– Integrate interactive look books and assisted-selling content
– Create and manage customer appointments
– Support outbound store-to-customer marketing

WHAT'S OLD IS NEW AGAIN.

BRINGING WONDER AND VALUE BACK TO THE STOREFRONT

Shopping, throughout the past century, has closely followed the ebbing path of human culture, moving from small rural stores in the early twentieth century to the big city and those wondrous retail palaces from the 1940s to 1960s, then retreating from the city to urban malls from the 1970s to the 1990s, with the first steps online in the early twenty-first century. Evolving to today, where the majority of all sales, regardless of channel, are influenced digitally.

What has not changed, however, is that the store is still where the majority of sales actually occur. While most merchants have made significant strides in providing digital tools to improve the customer experience online, the store and the store associate have largely been neglected. Introducing stores into the fulfillment network for services such as pick-up-in-store and ship-from-store have exacerbated the situation. Retailers must shift some focus back to creating an environment that enables store associates to have complete command and control of the store with simpler tools, a 360° view of the customer, and actionable insight to sell and fulfill effectively.

Manhattan's solutions were developed specifically for the evolving role of the store associate, providing a single, easy to learn, interface for working smarter. Manhattan Active™ solutions help store associates and their managers master the new demands of digital selling, omnichannel customer service, and serving as an efficient online fulfillment specialist.

The store network should be an advantage to omnichannel retailers. It is the only place where you come face to face with your customers to create and nurture relationships. There's a reason the online giants are buying and building storefronts—the combination of digital personalization in a physical environment offers unprecedented levels of brand loyalty. Retailers with existing networks are at a significant advantage if they can activate their network profitably to deliver on the omnichannel promise.

Manhattan Active Omni utilizes a single, responsive, cloud-native application to provide complete command and control of the store for associates and managers. Whether you are engaging with a customer for upsell on a tablet, checking someone out from a traditional station, or using a handheld device to fulfill a digital order, the way you work does not have to change. Extensible, adaptable, and connected, Manhattan solutions Push Possible™ for your customers while reducing workforce expenses like training and redundancy.

STORE INVENTORY & FULFILLMENT

Store inventory confidence numbers for traditional retailers have historically been low. Due to the routine handling of merchandise, store-level inventory accuracy is often as low as sixty percent, and that is before the pressures of omnichannel fulfillment. When a customer purchases an item online with the promise that it will be ready for in-store pick up, the inventory must be in stock—or you have not just lost a sale, you have probably lost a customer. For most, the ability to activate the store network as an entry and exit point for digitally-influenced commerce is paramount to delivering on the omnichannel promise to customers.

Store Inventory ensures inventory accuracy, thus improving sales, reducing out-of-stock risks, and reducing the steps for in-store replenishment. With mobile receiving and inventory management capabilities designed specifically for the store associate, Store Inventory handles store replenishment, site-to-store orders, pullbacks, and transfers, whether by load, case, carton, or item.

And, if inventory accuracy is job number one, then close on its heels is making inventory and fulfillment activities for store associates as simple and straightforward as possible.

Omnichannel commerce initiatives have expanded the number of responsibilities for the store associate, who is still accountable for delivering outstanding customer sales and service, while meeting customer expectations and promises for buy-online-pick-up-in-store, ship-from-store, and ship-to-store options.

Store Fulfillment solutions provide complete command and control from a single, responsive interface designed to run on any form factor and every operating system, whether your store is large with dedicated operations and customer service teams, or small with associates pulling double duty, Robust picking, packing, ship-from-store, and in-store pickup all flows with an easy-to-use mobile interface. Real-time access to in-store fulfillment information, activities, and processes enable efficient fulfillment while ensuring customer satisfaction.

Features + Functions

Fulfillment

– Reduce associate training and onboarding time with intuitive, guided flows with visual progress indicators, and next steps
– Control the in-store user experience and fulfillment activities with real-time visibility into fulfillment, performance, and risk
– Provide store workload visibility with push notifications to alert associates of new work and real-time counts of fulfillment backlog within the store
– Identify highest priority orders and deliveries using enriched configuration rules to manage the store fulfillment workload
– Optimize picking based on store operations, processes, and layouts using order, batch, and sorting strategies:
  > Split orders amongst multiple departments and associates
  > Optimize pick path and guide flow based on store layout
– Integrate receiving and fulfillment for site-to-store orders
– Manage customer pickups with staging, order search, customer verification, and signature capture for proof of delivery
– Rate shop, ship, and track parcel packages with no maintenance using out-of-the-box integration to leading parcel carriers
– Pick and pack via detailed instructions for specialty products, personalized requests and product specific tasks
– Print and reprint functionality using native print services

Inventory

– View segmented, in-store inventory, use disposition code configuration to separate on-hand, sellable, awaiting quality check, and damaged inventory
– View expected inventory receipts on order and in transit with expected arrival dates
– Manage perpetual inventory with greater accuracy
– Manage store replenishment with receiving and disposition
– Receive in store by item, package, case or load, with support for package level audits
– Enable receipt, staging, and pick up of site-to-store orders

Endnotes
[1] Gfk
[2] Forrester
[3] NEWVOICEMEDIA

"Inventory and Fulfillment helps improve our inventory accuracy, while reducing the amount of time our associates spend in the back room. It provides a better in-store customer experience, improves our store sales and sets the stage for buy-online-pick-up-in-store and ship-from-store operations."

– LAMPS PLUS, INC.

READY TO GET ACTIVE?
MANHATTAN ACTIVE™

Learn more at **manh.com**.

MANHATTAN ACTIVE™
SOLUTIONS

ALWAYS CURRENT

SEAMLESSLY INTERCONNECTED

CONTINUOUSLY ADAPTIVE

MANHATTAN ACTIVE
SUPPLY CHAIN

DISTRIBUTION

WAREHOUSE MANAGEMENT
LABOR MANAGEMENT
SLOTTING OPTIMIZATION
BILLING MANAGEMENT

TRANSPORTATION

MODELING
PROCUREMENT
PLANNING & EXECUTION
FLEET MANAGEMENT
AUDIT, PAYMENT & CLAIMS
CARRIER MANAGEMENT

EXTENDED ENTERPRISE

SUPPLIER ENABLEMENT
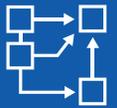HUB MANAGEMENT
APPOINTMENT SCHEDULING
YARD MANAGEMENT

MANHATTAN ACTIVE
INVENTORY

FORECASTING & REPLENISHMENT

DEMAND FORECASTING
REPLENISHMENT
VENDOR MANAGED INVENTORY
MULTI-ECHELON
SALES & OPERATIONS PLANNING

PLANNING

FINANCIAL PLANNING
ASSORTMENT PLANNING
STORE PLANNING
STORE CLUSTERING
ITEM PLANNING
PROMOTIONAL PLANNING

MANHATTAN ACTIVE
OMNI

OMNICHANNEL COMMERCE

ORDER MANAGEMENT
CUSTOMER ENGAGEMENT
POINT OF SALE
CLIENTELING
STORE INVENTORY MANAGEMENT
STORE ORDER FULFILLMENT

EVENT MANAGEMENT / VISIBILITY / INTELLIGENCE
MANHATTAN ACTIVE INTEGRATION PLATFORM

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