

**PRODUCT,
PLACE,
PEOPLE**



GOOD RETAILERS ARE ACTIVE RETAILERS

In today's omnichannel world, standing still is not an option. From the store to the call centre to the warehouse, we are no longer slow and steady. Success hinges on getting customers the right products in the right place at the right time. That means being active.

Leading retailers are the ones constantly optimising, innovating and experimenting. They understand the essence of connected commerce and have the tools to give customers what they demand. This three-part guide explains how Manhattan Active™ solutions can help deliver great experiences that drive efficiency, growth and customer satisfaction. It begins by unifying the areas of product, place and people.



HOW TO KEEP YOUR OMNICHANNEL PROMISES PROFITABLY

They say change is inevitable and if you work in retail, you will have seen it. Order profiles are different these days. Customers are buying across channels using a wide range of fulfilment options. They have also come to expect faster delivery that is either low cost or free.

Complexity is up. Delivery windows are tighter. And the cost to fulfill keeps increasing. The era of connected commerce is here. So, the question of the day is this: What do you need to do to win?

First, you need a cost-efficient way to fulfill demand to the consumer, to your resellers, and to the store. Second, you need a way to get the most from the assets in your warehouse, specifically labour and automation. Third, you need tools that ensure you always have enough products in the right locations to please customers and maintain margins. When you do all these things, you can keep promises from one end of the customer journey to the other. Manhattan Active solutions help you do just that.



ORDER STREAMING: GET PRODUCTS OUT FAST, KEEP CUSTOMERS HAPPY

Fulfilment options like next-day and same-day delivery, coupled with the continuous flow of online orders, means that warehouse priorities must constantly shift. With traditional wave technology in the warehouse, it is extremely difficult to change or add anything once work is released. The alternative is waveless, a fulfilment method created specifically for direct-to-consumer shipments that require short delivery timeframes. Until now, processing both wave and waveless at the same time, in the same solution, has been impossible. But order streaming supports wave, wave-less and flow through processing simultaneously and has built-in intelligence that reprioritises tasks, shifts resources and puts urgent work at the front of the line. By monitoring people, equipment and inventory in real-time, order streaming ensures that asset utilisation is maximised and shopper fulfilment promises are kept.

In fact, the only way demands can be met profitably is by matching real-time availability of people and equipment with the real-time release of the most urgent work. If a warehouse wants to keep productivity and customer satisfaction high and costs down it needs to be constantly dynamic. Manhattan Warehouse Management is the only solution that offers order streaming to enable a level of agility and flexibility that traditional technology cannot offer.

Currently, only 10% of industry leaders believe they can make a profit while fulfilling omnichannel demand.

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GET THE BEST FROM MAN AND MACHINE

The appeal of robotics in the warehouse is obvious. Robots do not get sick. They are not impacted by labour shortages. And they keep getting faster and more sophisticated. Despite these advances, people remain incredibly valuable. They think creatively, react to sudden changes and problem-solve with agility. Therefore, ensuring the most efficient delivery of products into shoppers' hands requires orchestration of warehouse automation and your people in the distribution centre, together.

The right supply chain solution combines an industry-leading warehouse management system (WMS) with a warehouse execution system (WES). This combination gives you the best of both worlds: the power of repeatable and predictable processes and the ability to think innovatively. The result is synergy across the distribution centre, driving efficiency and productivity. Ultimately that means keeping fulfilment promises to customers, which increases their loyalty and trust in you.

According to a Manhattan Associates survey of 425 companies in the Europe and the US, 99% said their organisation is automating the distribution centre to some extent and 80% agreed that automating aspects of order fulfillment is essential.



MANAGE INVENTORY BY KNOWING THE FUTURE

Faster shipping and a growing variety of fulfilment options puts added pressure on your margins. To stay profitable, retailers must keep inventory and fulfilment costs in check. But how is that accomplished? It starts by truly understanding demand across your network of stores and distribution centres. And, forecasting tools designed for omnichannel commerce, that help you create optimised execution plans.

Today's best technology solutions allow you to compare anticipated demand with actual numbers and then model unlimited "what if" simulations for inventory forecasting. Once you find a plan that works, a single click executes the plan across your enterprise. The result is better inventory management in significantly less time. And with full tracking and transparency, strategies can be refined over time. No matter what changes you make online or in your stores, you can confidently deliver for your customers and for your bottom line.

Only 27% of retailers say they are using data insight to forecast the future.

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A PLACE FOR EVERYTHING, EVERYTHING IN ITS PLACE

Are your operations set up for connected commerce? Many retailers manage separate inventory pools to serve their omnichannel business efficiently. But a closer look reveals that actually it is not whether inventory is pooled or segregated, it is whether you have a real-time view of exactly where that inventory is at any given time. In today's environment, it is critical that products are accessible to fulfill orders wherever they are in the supply chain, whether that is on a store shelf, in the warehouse.

An omnichannel business that works is one that offers a complete view of all your inventory. This visibility helps increase margins by making better inventory decisions. In a worldwide survey of retailers, 81% said enabling a single view of network-wide inventory in real-time and improving efficiencies within their supply chains was a top priority. That included 89% in the US, 84% in France, 80% in the Netherlands and 60% in the UK.

While everyone agrees it is important, managing inventory and product is also challenging. Fortunately, Manhattan Active solutions have everything you need to efficiently put everything in the place it needs to be, when it needs to be there.



GLOBAL INVENTORY AVAILABILITY: SEE IT ALL

The most basic capability businesses need to run an omnichannel operation is global inventory availability. Think of this as not only knowing where everything is, all the time, but knowing whether or not that inventory is available for you to profitably promise to your customer. In order for your customers to shop anywhere and have orders delivered anywhere, you need to know where your products are located and the cost implications of getting that product to the customer's preferred location.

In the past, a store would manage its own inventory and replenish from the distribution centre when necessary. Now, every store is like a mini-warehouse itself, acting as a potential fulfilment center for online orders and even orders from other stores. The role of the store is expanding and the technology needs to help manage that broader remit are as expanding too. Globally, 62% of retailers are fulfilling online orders from store stock, and in the UK and US, that number goes up to 74%. At the same time, each location needs to ensure there is enough product on the shelves for in-store customers. It is a complex balancing act, and impossible without total inventory availability.

69% of UK consumers expect retailers to locate and deliver products wherever they are in the supply chain.

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GREATER LEARNING LEADS TO GREATER PROFITS

Customers do not care where your inventory is located. They just want you to keep the promises you make. However, for the sake of your bottom line, the way you keep those promises matters. In order to grow, you need to manage inventory efficiently and profitably. However, your store managers and associates already have their hands full, and adding more resources puts further strain on profits.

Advanced inventory management solutions offer self-learning, inventory forecasting tools that are autonomous, constantly analysing product demand across your network, learning and adjusting automatically. More precise inventory forecasting means better product management, lower shipping costs, higher margins and most importantly, higher customer satisfaction. Better yet, the solution does it all without human intervention.

Only 47% of shoppers said
they enjoyed a seamless
omnichannel experience.

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CONNECT CUSTOMERS WITH THE PRODUCTS THEY DESIRE

Today, consumers expect to be able to buy and return anything, on any channel, on a timeline of their choosing. As a result, retailers have transformed fulfilment capabilities to meet those expectations. But to successfully implement omnichannel fulfilment and maximise profitability, you need inventory optimization and planning solution that were designed for the complexity of omnichannel commerce.

Traditional inventory solutions use a multi-echelon approach that never considered digital orders might be fulfilled with store inventory, which causes inventory imbalances, stockouts and poor customer experiences. Retailers supporting a modern consumer shopping experience need an omnichannel inventory optimisation strategy to align inventory by analysing current and future inventory, channel demand patterns and omnichannel fulfilment strategies together and recommending the best plan. The result is lower costs, greater efficiency, fewer markdowns and a higher returns on your inventory assets. Using this approach, you can leverage inventory to offer the best possible shopper experience at the lowest cost to your business.

60% of retailers said they are planning on investing in eCommerce technology, putting growing pressure on inventory strategies.

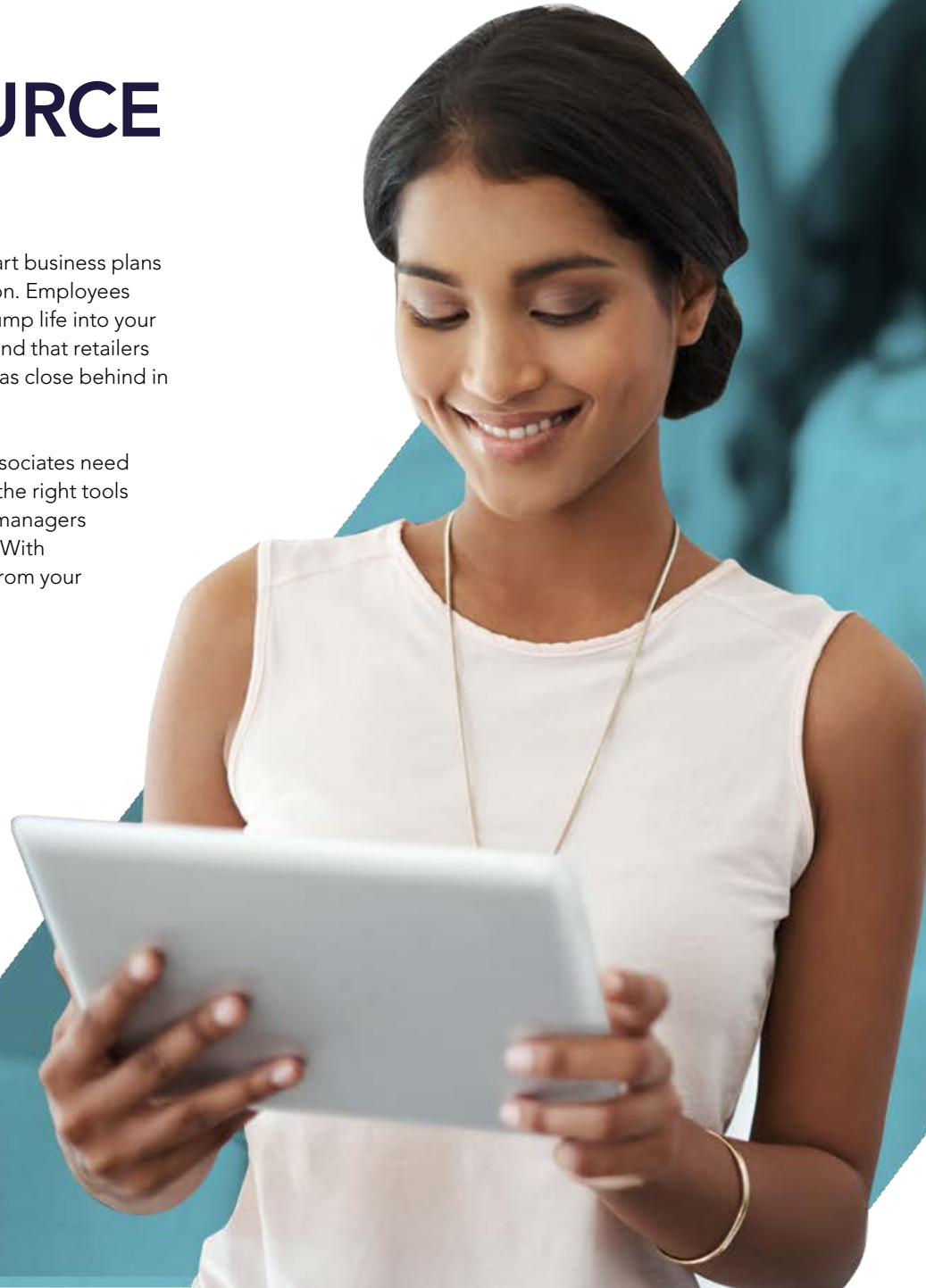
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YOUR MOST VALUABLE RESOURCE IS YOUR PEOPLE

It has been said that people are the lifeblood of any business. Smart business plans are important, but personalized retail is all about human interaction. Employees are on the front lines every day ensuring customers continue to pump life into your business. Recently, a Retail Week/Manhattan Associates study found that retailers believe 'Value for the Money' was most important and 'Service' was close behind in driving customer loyalty. Both of these hinge on people.

In order to execute a connected commerce strategy, your sales associates need to deliver personalised experiences for customers and they need the right tools to perform multiple roles within the store. And in the warehouse, managers and workers need intuitive tools to thrive in the new environment. With Manhattan Active solutions, you have the means to get the most from your people, so you can give the best to your customers.



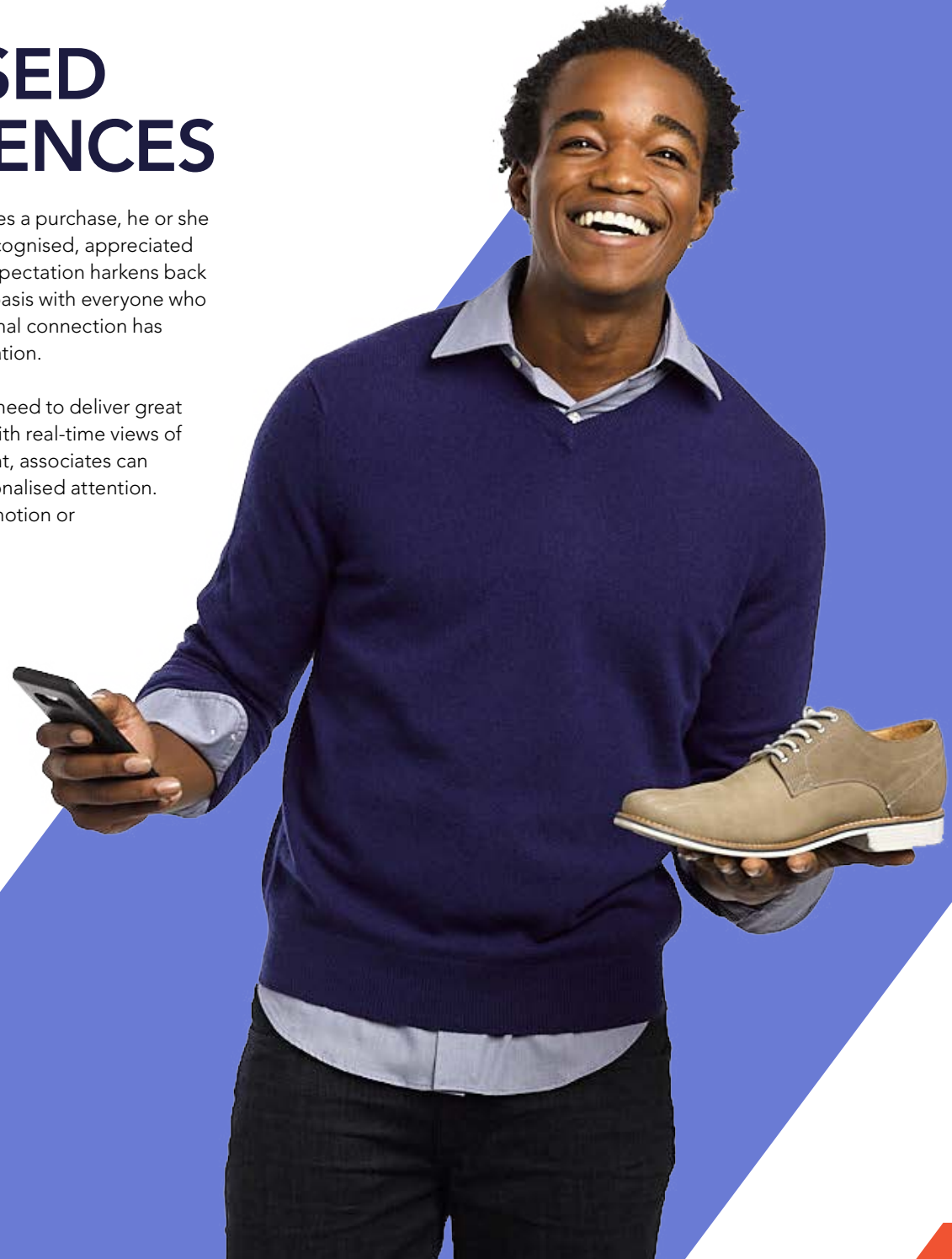
OFFER PERSONALISED CUSTOMER EXPERIENCES

Customers do not buy a brand, they join a brand. When an individual makes a purchase, he or she believes they have established a relationship with you. They want to be recognised, appreciated and valued, and your store associates need to know them. In a way, this expectation harkens back to how retail was long ago, when a shopkeeper would be on a first-name basis with everyone who walked through the door. Though time has passed, that desire for a personal connection has returned. Technology can help, providing a digitised bridge to personalisation.

Customer engagement tools give service associates the information they need to deliver great experiences by combining unstructured insight like social conversations with real-time views of a customer orders, transaction history and tendency data. In just a moment, associates can read the story of a customer and take informed actions to give them personalised attention. That may be recommending a specific purchase, informing them of a promotion or proactively solving a problem. Exceptional service always begins with customer knowledge.

73% of retailers say the single view allows them to react to browsing and sales data and then target the customer with relevant products and promotions.

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TURN SALES ASSOCIATES INTO BRAND AMBASSADORS

Today, sales associates are asked to fill multiple roles. They are responsible for being personal shoppers, product experts, fulfilment managers and customer service reps – all simultaneously. As your most-visible brand ambassadors, their ability to rise to the occasion affects much more than any individual transaction. In order to do their jobs well, they must be connected to the customer and inventory information they need.

The right solution enables point of sale, clienteling, endless aisle and store fulfilment in a single, responsive app. So, whether a customer needs an opinion on a product, wants to return an online order, or pick up something they purchased through the call centre, you can ensure they receive the buying experience that will build loyalty and keep them coming back.

69% of consumers say they often know more about a retailer's product than shopping assistants.

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WORK THE WAREHOUSE FLOOR

Every order is an opportunity to win or lose a customer's trust. Each item fulfills a want or need. Omnichannel success starts in the distribution centre, where the most creative, valuable assets you have are your people. They can improvise, problem-solve, communicate and collaborate. It is time to give them technology that enhances their performance rather than limits it.

The right warehouse management solution allows supervisors to control the entire operation on one interface, from any location. Entire facilities can be monitored, diagnosed and adjusted from a single, unified platform which delivers ongoing, actionable, insight in real-time.

The warehouse workforce also needs tools specifically designed to require minimal training. By putting all processes – intake of inventory, inspection of product, packing and verification activities, consolidation of products and more – into intuitive, easy-to-use apps, employees are set up for success the moment a device is put in their hands.

Even with the emergence of robotics, warehouses are using more people today than ever before.



OMNICHANNEL CREATES NEW OPPORTUNITY

The growth of connected commerce is radically redefining the entire retail industry. But the challenges it has created also give businesses a chance to set themselves apart. Manhattan Active solutions give you the tools to capitalise on the opportunity by better serving digital and in-store customers alike. From warehouse to inventory to retail stores, Manhattan Associates' helps you manage product, place and people to cut costs, maximise resources and delight customers from one end of the supply chain to the other. It is everything you need to win omnichannel.

For more information see manh.co.uk/retail or contact us on 0118 922 8076

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