



Manhattan Solutions for

# CONSUMER GOODS



# Executive Summary

## CHALLENGES

Consumer goods companies are moving to a resilient and agile supply chain that ensures high performance in the face of ever-present supply chain pressures, including:

- › Protecting the business against supply and demand volatility.
- › Strengthening supply chain operations to manage margin risks.
- › Maintaining efficiency and productivity with the new labor normal.
- › Enhancing traceability and transparency to improve supply chain resiliency.
- › Adopting and supporting direct-to-the-consumer models.
- › Managing increasing sustainability demands.

## SOLUTIONS

Manhattan Associates enables consumer goods leaders to solve any pressure and activate their resilient and agile supply chain with:

- › **Warehouse Management** that accelerates the flow of goods and information and enables flawless execution across inventory, labor, advanced automation, robotics, and physical space.
- › **Labor Optimization** that provides an integrated and mobile experience using data-driven gamification and real-time digital communication to self-motivate workers and incentivize employee performance.
- › **Slotting Optimization** that intelligently optimizes slotting moves and picking as part of overall distribution-center management.
- › **Transportation Management** that enables faster and increased capabilities for optimized planning, improving visibility, accelerating planning, and lowering costs.
- › **Inventory Optimization** that ensures critical items are available, providing complete inventory visibility supported by advanced demand planning and forecasting.
- › **Direct-to-the-consumer order fulfillment**, including order management, contact center, digital self-service capabilities, and wave-based warehouse management that enable exceptional service directly to consumers.

## OUTCOMES

Consumer goods companies have realized significant business outcomes with Manhattan Associates solutions:

- › Consumer goods leaders like Crocs and Columbia Sportswear have enabled their distribution centers to efficiently and reliably fulfill traditional retailer orders alongside e-commerce orders with high availability and stock accuracy.
- › New Balance became more competitive by meeting increasing retailer demands for enhanced service levels, including same-day, two-day, or same-week fulfillment.
- › Applying automation and system-directed work, Vera Bradley increased labor productivity by 25%.



From the warehouse to your customers, your supply chain must be ready to withstand any disruption, support any regulation, and fulfill any demand. Manhattan solutions promote a resilient and agile consumer goods supply chain that is ready to overcome supply chain pressures and quickly enact change to meet new demands. Move your products more swiftly, accurately, and efficiently with Manhattan.

### Why Manhattan?

- › Our deep understanding of the consumer goods supply chain improves your business outcomes
- › Our feature-rich solutions support your most sophisticated consumer goods supply chain requirements
- › Our cloud-native technology is proven to enable a truly resilient and agile supply chain

**Consumer goods leaders like New Balance, Crocs, and Pearl Drums use Manhattan solutions to optimize their supply chain.**





## Focus on helping you overcome supply chain pressures

Industry leaders like you recognize that improving the resiliency and agility of their supply chain infrastructure is essential to business success. For example, a recent survey revealed just 23% of consumer goods organizations believe their supply chain is resilient and agile enough to support evolving business needs and market conditions.<sup>1</sup> Forward-thinking companies are creating supply chain improvements that are more responsive to change and demands, improve efficiencies, streamline business processes, and enhance human performance. Manhattan is ready to help you succeed in today's and tomorrow's challenging supply chain environment with solutions that address and overcome critical supply chain pressures like the following:





### PROTECTING THE BUSINESS AGAINST SUPPLY AND DEMAND VOLATILITY

Business volatility from supply chain disruptions and demand will continue for the foreseeable future. A survey of consumer goods companies showed that, since the COVID-19 pandemic, 90% of companies have experienced significant challenges to secure inputs, get products to market, and keep products in stock.<sup>2</sup> We worked with Crocs to improve the company's [Warehouse Management](#) processes and demand forecasts, leading to improved stock availability in the face of supply and demand fluctuations.



### STRENGTHENING SUPPLY CHAIN OPERATIONS TO MANAGE MARGIN RISKS

Increasing supply chain costs is forecasted as the primary contributor to a potential 30% reduction in consumer goods company margins by 2030.<sup>3</sup> But consumer goods companies that modernize their supply chain can boost margins by 5 to 10 percentage points. We have worked with many consumer goods companies to take costs out of their supply chain. For example, Shaw Industries leveraged the automation and visibility of Manhattan [Transportation Management](#) to reduce transportation costs.



### MAINTAINING SERVICE LEVELS WITH THE NEW LABOR NORMAL

Consumer goods companies face the dual challenge of minimizing the impact of labor shortages while maintaining profitability despite significantly increasing labor costs. Rising labor costs and their impact on profitability targets is a significant business concern for consumer goods company executives.<sup>4</sup> Our [Warehouse Management](#) and [Labor Management](#) solutions help companies improve productivity and reduce labor costs, like Vera Bradley improving productivity by 25% in its warehouse.



### ENHANCING TRACEABILITY AND TRANSPARENCY TO IMPROVE SUPPLY CHAIN RESILIENCY

Governments worldwide are calling on supply chain participants to enhance goods traceability and transparency across the supply chain to alleviate delays and inefficiencies.<sup>5</sup> Specifically, governments call on companies to leverage digitization and data to strengthen the resiliency of the supply chain. Manhattan specializes in helping companies capture and share data across the supply chain, including [Warehouse](#) and [Transportation](#) operations, to improve traceability and transparency.



### ADOPTING AND SUPPORTING DIRECT-TO-THE-CONSUMER MODELS

Direct-to-the-consumer models will continue to expand in the consumer goods industry, creating new operational challenges. A recent survey revealed that 59% of consumer goods companies surveyed named direct-to-the-consumer as a primary business focus area.<sup>6</sup> Not only do we have valuable experience in preparing warehouses for e-commerce fulfillment, but we are also a leader in enabling [omnichannel retailing](#), including order management and customer engagement.



### EXPANDING SUSTAINABILITY INITIATIVES

Environmental, social, and governance concerns are growing in importance for the industry.<sup>7</sup> We can accelerate your sustainability goals by enabling more efficient operations and solving climate and other environmental issues. For example, we can help you strengthen [Inventory Management](#) and [Transportation Management](#) to reduce waste created by spoilage and to reduce shipments and, thus, carbon emissions.



## Built to help you improve supply chain performance

Realizing a resilient and agile supply means improving performance across your supply chain. We have designed and built our supply chain solutions to spur improvement in demand planning, warehouse operations, fulfillment, transportation execution, and customer engagement. Here are some of the many supply chain key performance indicators (KPIs) we keenly focus on to help our consumer goods customers improve and succeed:





### SALES ORDER FILL RATE/PROMISING

Enables you to understand if you can immediately meet your customers' orders with the current inventory. The order fill rate tracks the percentage of orders that are fillable based on current stock.

**Sales Order Fill Rate = (Inventory / Order Quantity) x 100.**

Through improved inventory visibility and more precise warehouse management, Manhattan customer Columbia Sportswear **improved order accuracy to 99.5%**.



### LABOR/EQUIPMENT UTILIZATION

Indicates the rate at which the workforce and equipment are utilized in the warehouse to fulfill orders. **Utilization Rate = (Actual Output / Maximum Possible Output) x 100.**

Many Manhattan customers have experienced significant productivity improvements across their supply chain. For example, Cosmax experienced a **30% productivity improvement** and Vera Bradley reported a **25% productivity improvement**.



### DISTRIBUTION COSTS

Measures all expenses involved in processing orders for distribution. **Distribution cost as % of revenue = monthly revenue / (total order processing cost + total warehousing cost + transportation cost + inventory carrying cost + administrative cost).**

Manhattan customers Crocs, Shaw Industries, Columbia Sportswear, and Pearl Drum have all noted how Manhattan has helped them **improve efficiency to cut distribution costs**.

*Please see the customer cases section for more details.*





# KPIs where Manhattan has a significant impact.

## **Gross Margin Return on Investment**

Shows how much a consumer goods company made compared to how much it invested in stock purchases. Manhattan solutions that can improve this KPI: Warehouse Management, Labor Management, Transportation Management, Inventory Optimization

## **Customer Satisfaction Score**

Measures the level of customer satisfaction with a consumer goods company's experience, such as fulfillment. Manhattan solutions that can improve this KPI: Inventory Optimization (Demand Forecasting), Warehouse Management, Transportation Management

## **Demand Forecast Accuracy**

Measures the accuracy of forecasted demand against actual demand at an individual item level. Manhattan solutions that can improve this KPI: Inventory Optimization (Demand Forecasting), Warehouse Management

## **Inventory Carrying Costs**

Indicates the total of all expenses related to storing unsold goods, including depreciation, opportunity cost, and warehousing. Manhattan solutions that can improve this KPI: Inventory Optimization (Demand Forecasting), Warehouse Management

## **Inventory Turnover/ Days to Sell**

Shows the rate at which a consumer goods company replaces inventory in a period due to sales. Manhattan solutions that can improve this KPI: Inventory Optimization (Demand Forecasting)

## **Obsolete Stock/ Spoilage**

Measures the amount of obsolete stock or spoiled inventory that cannot be sold (a critical indicator of supply chain viability). Manhattan solutions that can improve this KPI: Inventory Optimization (Demand Forecasting), Warehouse Management

## **Number/Duration Of Temperature Excursions**

Assesses operational efficiency and quality risk to products that must be kept within a temperature range. Manhattan solutions that can improve this KPI: Warehouse Management, Transportation Management

## **On-Time In-Full (OTIF)**

Measures the number of cases delivered in full and on time as a percentage of all ordered cases – a key service level. Manhattan solutions that can improve this KPI: Warehouse Management

## **Order Cycle Times**

Assesses distribution efficiency in the elapsed time from the release of an order to a warehouse and when it is shipped. Manhattan solutions that can improve this KPI: Warehouse Management, Labor Management, Slotting Management

## **Warehouse Productivity**

Indicates productivity rate by which labor performs essential warehouse tasks (receiving, put-away, and picking/ packing). Manhattan solutions that can improve this KPI: Warehouse Management, Labor Management, Slotting Management

## **Truckload Capacity Utilization Rate (Cube)**

Measures truckload utilization, and can indicate loading optimization problems that result in overspending. Manhattan solutions that can improve this KPI: Transportation Management

## **Fuel Economy (Miles Driven)**

Assesses total miles driven and fuel utilized over a period of time. Route optimization can reduce miles, fuel, and carbon output. Manhattan solutions that can improve this KPI: Transportation Management

## **Tender Acceptance Rate**

Shows shipping tenders rejected versus accepted. A lower acceptance rate can lead to higher costs. Manhattan solutions that can improve this KPI: Transportation Management



# How we help you succeed

Manhattan Active® Supply Chain, Manhattan Inventory, Manhattan Active Omni

Increasing pressures are stressing supply chains across the consumer goods industry. Supply disruptions, demand volatility, evolving customer needs, and sustainability goals challenge supply chain performance and costs. Utilizing different suppliers, enabling new business models like direct-to-the-consumer, and minimizing the effects of disruptions are strategies that can keep customers satisfied. As supply chain requirements evolve, new trends emerge, and exceptions occur, your supply chain must be resilient and agile, fending off issues and quickly activating the change needed to meet customer needs and do so while improving profitability.

The modern resilient and agile consumer goods supply chain is durably unified from order to delivery, giving you crystal clear visibility and unprecedented control from one end of the supply chain to the other. Architected for responsiveness, optimized for greater efficiencies, and aligned for joint automation and human effectiveness, Manhattan Active Supply Chain and Manhattan Active Inventory deliver the modern consumer goods supply chain that enables you to be always resilient and highly agile.

How does Manhattan help you optimize and succeed? Manhattan Active Inventory helps you ensure critical items are available, providing complete inventory visibility supported by advanced Demand Forecasting. Manhattan Active Supply Chain harmonizes distribution (warehouse operations) and transportation to achieve peak productivity and efficiency. Manhattan Active Warehouse Management enables you to accurately and efficiently execute distribution from receiving to fulfillment, expertly navigating regulations, storage requirements, tracking requirements, labor challenges, and service-level agreements. Manhattan Transportation Management routes items to their desired location with precise planning and execution supported by optimized carrier engagement to ensure timely delivery at the best cost.

When you begin to grow your direct-to-the-consumer business, we can help you succeed beyond enabling e-commerce fulfillment workflows in your warehouse. Our Manhattan Active Omni order management and customer engagement can enable you, as it has for many online retailers, to deliver the high levels of service that keep today's consumers satisfied and loyal.

We understand the criticality of your supply chain to your company's brand. This criticality drives us to provide you with the best experts, services, and support to make our leading solutions work for your unique business and processes. Matured from the know-how gained from working closely with many of the world's leading consumer goods brands, Manhattan Associates provides the

- › Leading supply chain solutions
- › Experience and expertise
- › Services and support

that enable you to commerce confidently in the face of any supply chain pressure.



# Why Manhattan

Manhattan Active Supply Chain, Manhattan Active Inventory, Manhattan Active Omni

## **Our deep understanding of the consumer goods supply chain improves business outcomes.**

We have built valuable expertise working with consumer goods industry leaders worldwide. Our solutions and services result from this experience, and our expertise creates real measurable business outcomes and value for our customers. Consider Shaw Industries' view of Manhattan:

"What makes Manhattan a terrific partner is that we can bring their people an idea or a question about a project, and they'll help us find the best solution even if Manhattan isn't the software provider. Their people engage, they listen, and they understand our needs, so we are confident we're getting their best judgment. The innovation Manhattan brings to the table is vitally important. But the intangible is its willingness to engage us at all times. That's what sets it apart from other technology providers."

## **Our feature-rich solutions support the most sophisticated consumer goods supply chain requirements.**

We have delivered solutions to optimize supply chain efficiency, agility, and reliability across the consumer goods industry. Our know-how and technology innovation combine to form long-lasting solutions to supply chain problems and improvement opportunities. Consider this perspective from Crocs:

"Manhattan Associates is agile. Agility is Crocs' competitive advantage in the marketplace. In order to keep up with increasing demand, we need a partner that helps us think smarter and work faster while maintaining efficiency and accuracy. As we grow, Manhattan grows with us."

## **Our cloud-native, micro-services technology drives your resilient and agile supply chain.**

Our solutions provide clear supply chain visibility and unprecedented control from order to delivery and from planning to execution. Our cloud-native and micro-services architecture is flexibly composable and configurable to quickly and cost-effectively enable new processes, experiences, and outcomes. Optimized through data sciences and aligned through behavioral sciences, our solutions create work environments that foster the best of humans and automation executing together to drive greater efficiency and productivity. Consider this perspective from Gartner:

**A Leader in the 2022 Gartner® Magic Quadrant™ for Warehouse Management Systems (WMS), for the 14th consecutive time, Manhattan is once again positioned highest in Ability to Execute and furthest on Completeness of Vision. Manhattan is also a 2022 Gartner Magic Quadrant Leader for Transportation Management, for the fourth consecutive year, offering the only cloud-native, 100 percent micro-services Transportation Management System.**

# Find the capabilities to help you improve

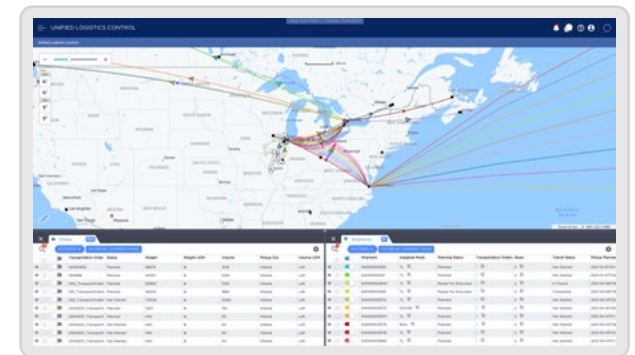
Manhattan Active Supply Chain and Manhattan Inventory

With Manhattan, flexibility is at the core of our solutions, allowing you to leverage the capabilities you need to solve your most pressing challenges and improve your supply chain performance. Maybe you want to naturally converge every element of distribution and transportation to achieve peak productivity and efficiency. Possibly, your focus is optimizing your demand forecasting and inventory. Or maybe you seek to improve your warehouse operations. Regardless of the best option for your business, you'll get the advantages of the Manhattan Active platform: our cloud-native architecture that automatically scales when needed, never requires upgrading, and is fully extensible at the UI, data, and network levels with more than ten thousand APIs available. Here is a quick synopsis of our recommended solutions for improving and optimizing the consumer goods supply chain with links to learn more.



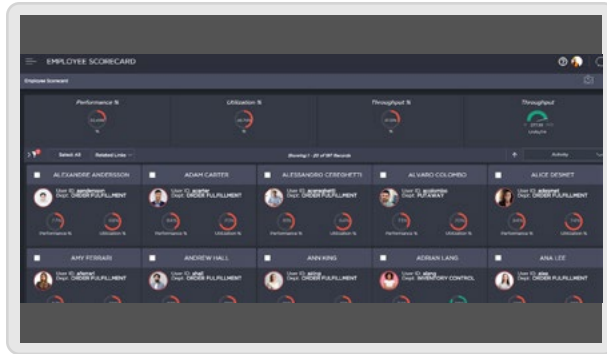
## MANHATTAN ACTIVE WAREHOUSE MANAGEMENT

Engineered to enable a resilient supply chain, and agile enough for whatever comes next, Manhattan Active Warehouse Management unlocks the untapped potential of every warehouse/distribution center. Advance your warehouse operations beyond basic picking, packing, and shipping, including seamlessly orchestrating all work across man and machine, to create and flawlessly execute a hyper-flow of inbound and outbound goods and information. [Learn More >](#)



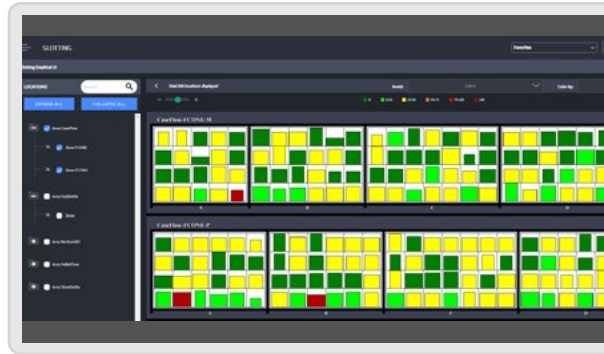
## MANHATTAN ACTIVE TRANSPORTATION MANAGEMENT

Manhattan Active Transportation Management is the fastest, smartest, and easiest way for you to manage transportation planning and execution. Capabilities such as multi-modal optimization, unified logistics control, and pre-integrated rate and capacity management enable you to optimize routes, improve visibility, accelerate planning, and lower the cost of shipping while reducing carbon emissions. [Learn More >](#)



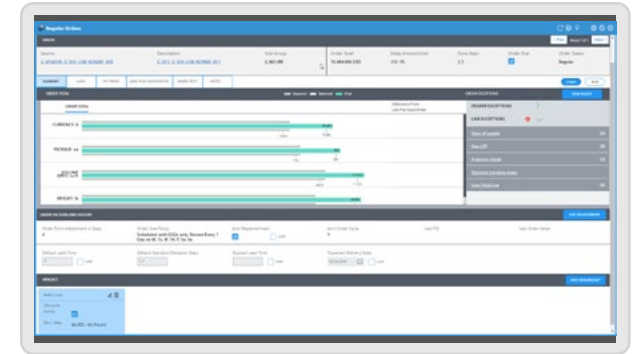
### MANHATTAN ACTIVE LABOR MANAGEMENT

Once we understand what drives human desire, aspiration, and behavior, we can develop techniques and intuitive tools to create a more individual and rewarding work experience. Manhattan Active Labor Management uses data-driven gamification, real-time digital communication, automatic recognition, rewards programs, and more to move beyond labor management to true employee engagement and performance. [Learn More >](#)



### MANHATTAN ACTIVE SLOTTING OPTIMIZATION

Manhattan Active Slotting Optimization provides unique, seamless integration of slotting moves and picking, engineered as part of overall distribution center management. It continuously optimizes slotting by analyzing seasonality, sales trends, and product variations, using applied intelligence while maintaining preferred-item sequencing and family groupings. [Learn More >](#)



### MANHATTAN ACTIVE INVENTORY

Manhattan Active Inventory uses machine learning to continuously monitor and automatically fine-tune inventory, enabling precisely positioned inventory across your supply chain to reduce the risk of stockouts or oversupply. Demand Forecasting uses valuable visibility and insights into a wealth of structured and unstructured inventory data, unlocking new levels of predictive forecasting accuracy. [Learn More >](#)



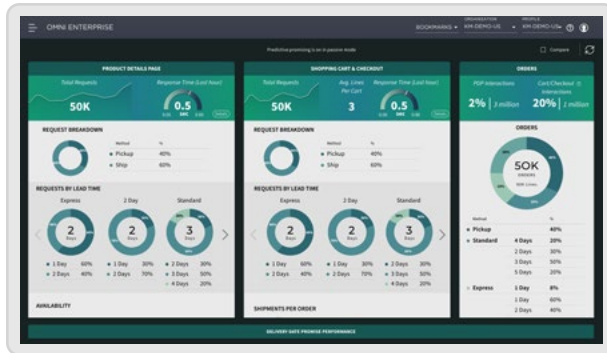
# Enabling Successful Digital Commerce

Manhattan Active Omni

As direct-to-the-consumer becomes a more significant part of your business, you will benefit from solutions that improve the performance and profitability of your digital commerce operations. As digital commerce grows, customer expectations rise. Customers will expect same-day, next-day, or two-day deliveries. With last-mile fulfillment being a significant part of digital commerce operational costs, your order management capabilities will need to meet these expectations while controlling costs.

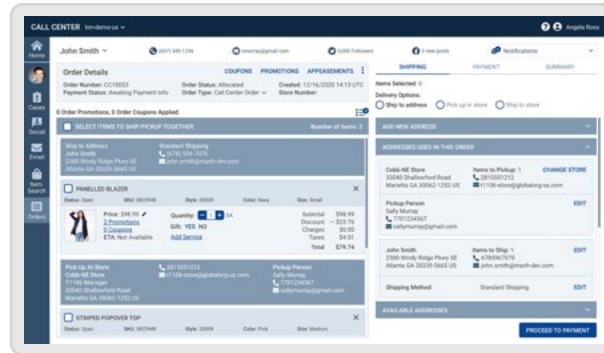
Providing an excellent brand experience is also essential to your success. Having the customer service data, systems, and processes to manage and address customer inquiries in a timely and accurate manner can make the difference between a repeat customer and a lost customer. With Manhattan Active Omni, you can apply order management and customer management capabilities built from deep retail industry experience to solve your most pressing operational challenges and deliver the customer service that grows a loyal direct-customer base.





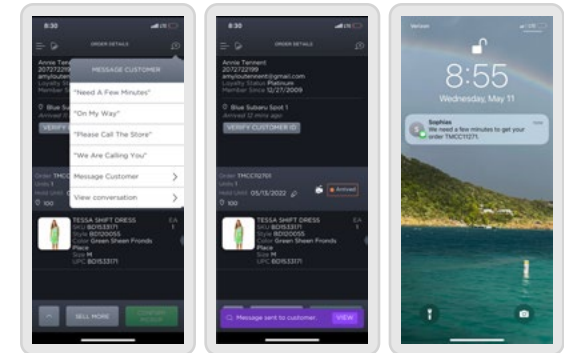
### MANHATTAN ACTIVE OMNI ORDER MANAGEMENT

Manhattan Active Order Management enables you to manage the entire life cycle of digital commerce orders supporting direct-to-the-consumer models. Online sellers rely on Order Management to initiate and manage an order's complete, end-to-end life cycle — from initial inventory availability check to payment settlement and sales posting to shipping. [Learn More >](#)



### MANHATTAN ACTIVE OMNI CONTACT CENTER

As consumer goods companies adopt direct-to-the-consumer models, providing excellent customer service to online customers becomes paramount. Manhattan Contact Center gives your customer service associates the information and capabilities necessary to create memorable experiences. It helps preserve positive customer impressions by helping to solve problems quickly and easily. [Learn More >](#)



### MANHATTAN ACTIVE OMNI DIGITAL SELF-SERVICE

Sometimes your customers will want to solve issues independently before engaging a customer-service agent. To help you meet customer needs, we offer options to empower customer self-service with digital self-service and virtual-assistant support. These capabilities allow consumers to immediately inquire, adjust, and recast their order experience. [Learn More >](#)

Manhattan is proud to have been named the only leader in **The Forrester Wave™: Order Management Systems, Q2 2021.**

[Learn more >](#)

See how we help  
leaders like you succeed







### CROCS AND MANHATTAN FIND THE PERFECT FIT WITH MANHATTAN WAREHOUSE MANAGEMENT SYSTEM

Manhattan solution: [Warehouse Management](#) and [Labor Management](#)

The growth of Crocs iconic footwear business, accelerated by partnerships with collaborators, put new demands on the company's distribution network across the world. Manhattan Warehouse Management is a crucial solution to handle the growing demand. In the United States, Manhattan Warehouse Management was deployed to support Crocs' Dayton, Ohio, distribution center, including its new state-of-the-art distribution center (DC) and e-commerce business storage and fulfillment.

In Europe, as in the United States, a critical part of the solution's success is handling the large number of different flows that a Crocs' DC must handle. For example, for the European DC, the solution supports unique distribution flows for national distributors in Southern and Eastern Europe, internationally operating retailers, local shopkeepers, Crocs retail stores across the region, and Crocs e-commerce business.

Digitization and automation enable Crocs to add efficiency across its DCs. Manhattan Warehouse Management integration with Dematic shuttles, 6 River Systems robots, and handheld terminals from Zebra has resulted in a completely paperless operation. Further efficiency has been gained through Manhattan Supply Chain Intelligence and Manhattan Labor Management.

Supply Chain Intelligence provides robust data from the Warehouse Management system, helping Crocs' planners improve their demand forecasts and prepare the company for demand spikes.

Labor Management provides insight into the performance and competencies of employees to help the company monitor whether it can manage workload and, if necessary, distribute the workload better. As a result of Manhattan Warehouse Management, Crocs has become a more efficient and reliable distribution operation with high availability and stock accuracy.

**"First of all because it is a very reliable and stable system, but also because of the ease with which we can control all those different flows. As clients' expectations rise and our flows and processes change as a result, we can easily adjust the [Manhattan Warehouse Management] configuration."**

Dennis Boor, Senior Director of Distribution and Logistics, Crocs Europe B.V.

[LEARN MORE](#)

**Crocs, Inc., recognized worldwide for its iconic Classic Clog**





### **COSMAX TRANSFORMS ENTIRE WAREHOUSE OPERATION WITH MANHATTAN ASSOCIATES**

Manhattan solution: [Warehouse Management](#)

Cosmax, the largest original development manufacturer of cosmetic products in the Korean market, supplies products to over 150 recognized brands, including L’Oreal, Mary Kay, and Johnson & Johnson. Each year, the company develops up to 2,700 new skincare and makeup products. Given its unrelenting growth rate and the number of new products the company designs and manufactures, Cosmax recognized an inherent need to re-evaluate its warehouse management processes.

These processes did not provide sufficient visibility across the entire packaging materials (e.g., fragrance bottles, cardboard wrapping and boxes, plastic containers) supply chain and finished products distribution. As a result, inventory accuracy and picking productivity were inferior. By implementing Manhattan Warehouse Management, the company met its primary objective of maintaining the accuracy of both packaging materials and finished goods inventory at all times by better managing and controlling the movement and storage of goods, including returned goods.

Cosmax has realized many benefits from implementing Manhattan Warehouse Management and, consequently, enacted a “Case Round-Up Rule,” allowing exact inventory quantities to be picked. A new “Put-Away Rule” ensures goods are received and stored correctly. As a result of

these rules and procedures, Cosmax has achieved greater inventory accuracy, including processing returns as another type of receiving and combined with inventory. The company has reduced the quantity of goods returned to the warehouse by 75%. Overtime hours per warehouse worker has been reduced by 16.6%. Overall productivity has improved by 30%.

**"Given the number of competitors rapidly emerging in the cosmetics industry, we [recognize] that all services driven by supply chain management have become more critical in differentiating ourselves, and gaining a strategic lead over competitors. Manhattan Associates' [warehouse management system] has undoubtedly helped us to achieve this."**

RH Park, Assistant Manager, Cosmax Logistics Team

[LEARN MORE](#)

**Improved overall productivity by 30%**



## Supply Chain Leaders

Vera Bradley

### VERA BRADLEY DESIGNS GROWTH STRATEGIES WITH MANHATTAN

Manhattan solution: [Warehouse Management](#)

Vera Bradley designs and manufactures upscale handbags, luggage, and accessories sold worldwide. With double-digit annual growth and its products in hot demand, the company had outgrown its warehouses. Further, outdated distribution operations, like paper processes and manual picking, yielded inefficiencies and inaccuracies.

The company turned to Manhattan Warehouse Management to manage its complete distribution process. From receiving, put-away, replenishment, and order fulfillment to wave management, cycle counting, manifesting, and shipping, the solution handles everything within the four walls of Vera Bradley's distribution center.

Since implementing Manhattan Warehouse Management, the company has realized tangible results that have yielded efficiencies and cost savings. Order fulfillment times have been significantly reduced, and peak order processing increased from 1,500 to 6,000-plus per day. Automation through manifesting, cartonization, and system-directed work have enabled Vera Bradley to increase labor productivity by 25%.

**"The only thing that is constant is change. You have to be flexible, adaptable, and nimble in an industry that's very competitive. We've found a strategic partner in Manhattan Associates — a company that will flex with us as we move forward."**

Matt Wojewuczki, Vice President of Operations, Vera Bradley

[LEARN MORE](#)

Increased labor productivity  
by 25%



## Supply Chain Leaders



### NEW BALANCE RUNS AHEAD OF THE COMPETITION WITH NEW SUPPLY CHAIN SOLUTIONS

Manhattan solution: [Warehouse Management, Slotting Optimization](#)

New Balance, a leading global athletic products company, was faced with a non-supported warehouse management system and, so, sought a new supply chain partner who was an industry leader. Key to the company's selection of a new solution was customer compliance. As a supplier to many of the major retailers, which were getting more aggressive in their chargeback programs, New Balance needed a solution to enable the company to deliver the best possible service on the shipping side. Also, capabilities like rate shopping were essential — particularly for the more traditional and upscale mom-and-pop retailers — to give them a higher level of service.

New Balance implemented Manhattan Warehouse Management, Slotting Optimization, Supply Chain Intelligence, and RFID in its warehouses. The solution integrates Dematic conveyor systems, Mantissa for tilt tray sorting, Quantronix CubiScan, and Fox 4 print and apply. Many Manhattan capabilities have enabled New Balance to improve efficiency and customer service.

New Balance uses Manhattan Slotting Optimization to automate processes that were manual in the past, ensuring new products coming in have a home and dead or slow items are moved out promptly. A new rate-shopping program has been a boost to the company's business. Rate-shopping functionality offers the ability to do same-day pick

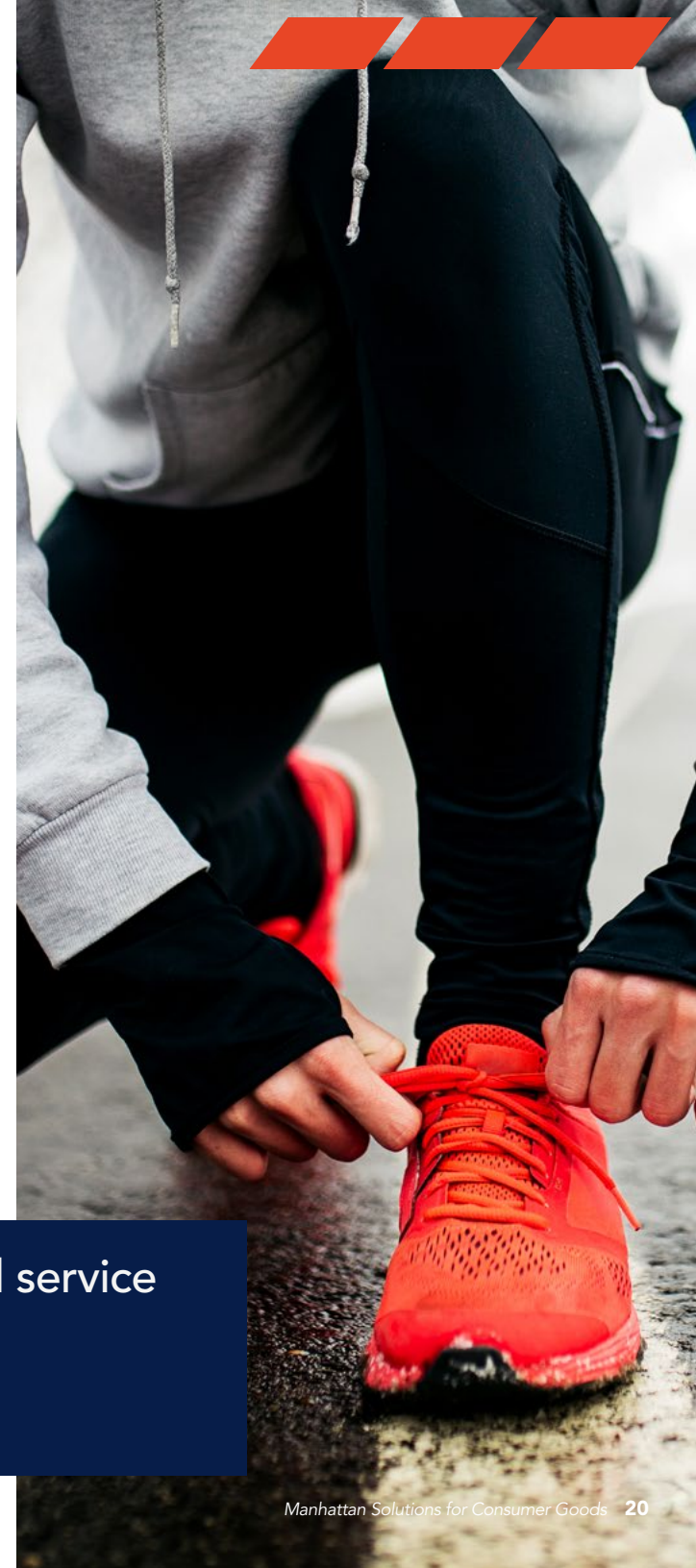
runs and shipments or priority programs. The ability to route orders for a shipping day provides an accurate picture, including more accurate shipping information.

**"It's easier to manage with Manhattan — we know the order types and have our wave planning selection criteria rules built to bring those in as priority orders. We're also able to take in orders hourly, which we could never do before. We can easily support same-day, two-day or same-week programs."**

Irene Mahoney, Distribution Services Manager, New Balance

[LEARN MORE](#)

**Boosted sales with improved service levels**





## SCALING NEW HEIGHTS WITH MARKET-LEADING WAREHOUSE MANAGEMENT SOLUTION

Manhattan solution: [Warehouse Management](#)

Columbia Sportswear distributes its sportswear products to retailers and stores across the world. In Europe, the company decided to take distribution in-house and build a large distribution center in France. Its European distribution operations faced a significantly fluctuating workload due to seasonal demand. Ensuring it could respond quickly to demand increases was an essential requirement in designing the new center. Further, cost management was critical in maintaining profitability, and applying automation was a vital part of the new operations to keep down the cost per unit.

Columbia implemented Manhattan Warehouse Management as the brains of the operations. The solution was already working for Columbia in its U.S. distribution center and was replicated to operate in its European distribution center. The European operations experienced many positive outcomes since implementing the Manhattan solution.

The primary outcome is quality of service (on-time, in full), with order accuracy improving to 99.5% accuracy (the remainder is accounted for by breaches in security during transportation). The operation through automation now handles the distribution center's increases in volume during the peak spring and autumn seasons, supplying

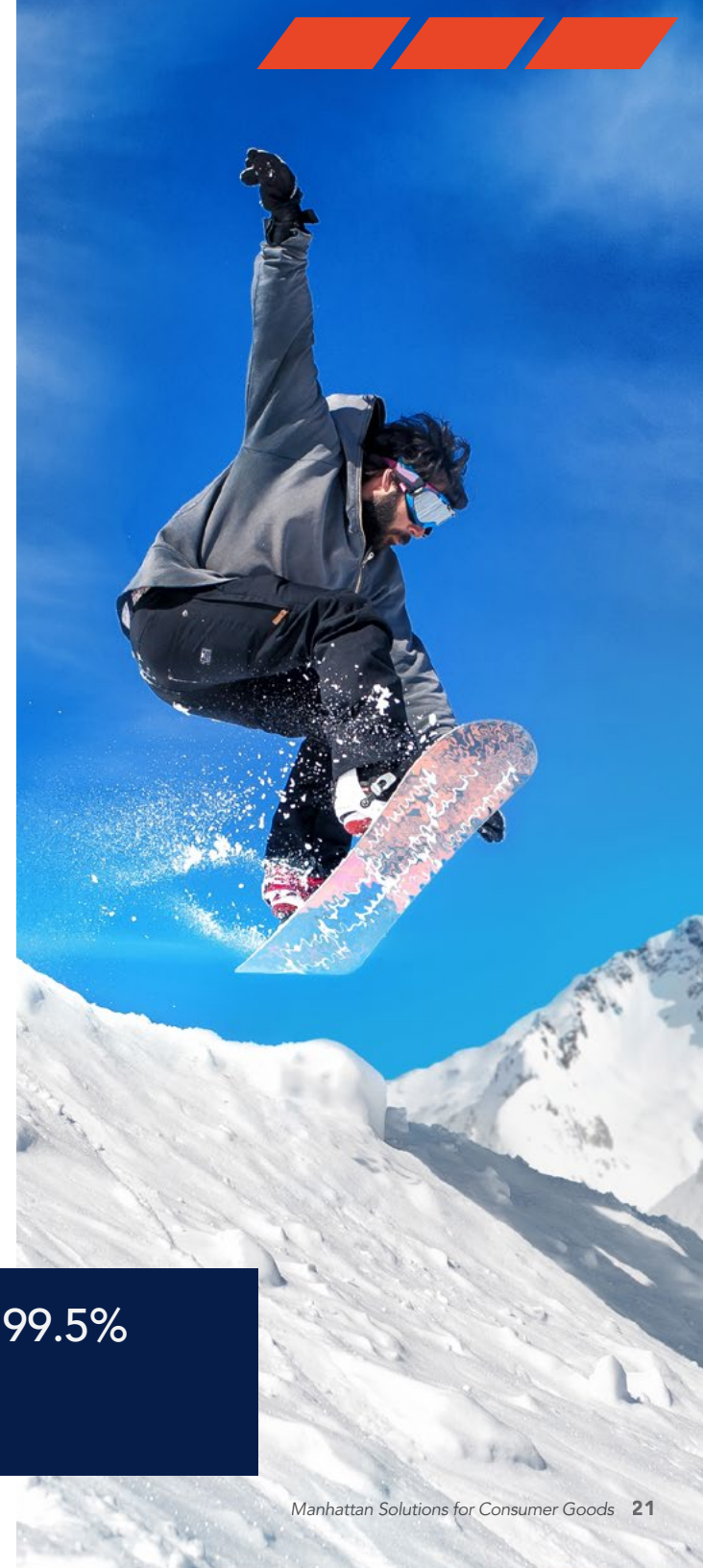
several thousand customers. Optimized workload planning and streamlined processes make the best use of staff time and avoid bottlenecks and cost overruns.

**“Over the last ten years our customers have demanded more value added services from their premium retailers. Our previous solution couldn’t handle directives such as customized hanging, ticketing, and floor-ready packaging — we had to do everything manually. Manhattan’s Warehouse Management can easily handle these requirements.”**

George Perry, Head of Supply Chain, Weetabix

[LEARN MORE](#)

Improved order accuracy to 99.5%





### SHAW INDUSTRIES AND MANHATTAN ASSOCIATES: PARTNERS FROM THE GROUND UP

Manhattan solutions: [Transportation Management](#)

Shaw Industries Group, Inc. is the world's largest carpet manufacturer and a large-scale producer of many flooring and turf products. Shaw manufactures its products in the United States but sources raw materials for production, and finished goods for distribution, from vendors outside the United States. It supports its growing commercial and consumer end market through 33 U.S. regional distribution centers. As its geographic footprint and product lines expanded, Shaw's transportation requirements became more complex and, at the same time, more relevant to its overall value proposition.

The company took a hard look at its transport operations and selected Manhattan Transportation Management System (TMS) to spearhead change. Shaw quickly saw improvements after implementing Manhattan's TMS. It now leverages a fully automated solution that scales rapidly to meet its operational requirements. The turnaround for requests for proposals (RFPs) was compressed to 6 to 8 weeks. It can now initiate quarterly RFPs for truckload capacity, enabling the company to efficiently leverage its volumes across its carrier base. With this new capability came better pricing opportunities and enhanced capacity assurance, especially during periods of high demand for other commodities.

Leveraging EDI (electronic data interchange) through Manhattan's Visibility module dramatically improved Shaw's visibility into their complex distribution network. Shaw realized real-time, in-transit updates for both inbound and outbound

deliveries between their private fleet and their regional distribution centers for the first time.

**"Our customers have high delivery expectations. Our challenge is balancing those demands with maintaining a level cost structure. Manhattan's Transportation Procurement allows us to run multiple scenarios for a customer and arrive at the best solutions. We have detailed shipment visibility and can flex our network rapidly and efficiently. We achieve superior service levels while keeping our shipping costs stable or, in a number of instances, reducing them."**

Pam Holder, Supply Chain Business Solutions,  
Shaw Industries Group, Inc.

[LEARN MORE](#)

**Cut RFP turnaround time by 25%**



## Supply Chain Leaders



### PEARL DRUMS INCREASES THE BEAT AROUND THE WORLD WITH AUTOMATED, SCALABLE WAREHOUSE SOLUTION

Manhattan solutions: [Warehouse Management](#)

Pearl is one of the world's foremost manufacturers of drums and other percussion-related musical instruments. The success of Pearl's product development and its ability to attract customers across the globe means that today the company distributes products to 60 countries from numerous distribution points spread across three continents. However, the company's distribution process was primarily manual, lacking efficiency and scalability. The company turned to Manhattan Warehouse Management to automate its distribution process to keep pace with global growth, effectively service its expanding customer base, and provide an edge over competitors.

Pearl put Manhattan Warehouse Management in place across North America, Europe, and Asia for inbound receiving and outbound order processing. Pearl has realized significant supply chain improvements since implementing Manhattan Warehouse Management. Order accuracy has been elevated to the 98%-to-99% range. Orders now ship within 24 hours. Warehouse staff training has been dramatically reduced — from weeks to a few days. The business has grown approximately 22% without hiring additional warehouse personnel.

**"Since implementing Manhattan Associates' solution, we've experienced a dramatic increase in output. Today, we can turnaround a lot more merchandise at a much quicker pace, and the scalability of the solution positions us to effortlessly manage exponential future growth."**

Ron Read, Vice President of Operations, Pearl Corporation, USA

[LEARN MORE](#)

**Volume increased 22% without additional staff**





## Notes/sources

<sup>1</sup> <https://www.capgemini.com/news/press-releases/research-consumer-product-companies-and-retailers-plan-to-overhaul-their-supply-chain-strategies-to-better-adapt-to-future-disruptions/>

<sup>2</sup> <https://www2.deloitte.com/content/dam/Deloitte/at/Documents/consumer-business/at-consumer-products-industry-outlook-2022.pdf>

<sup>3</sup> <https://www.bain.com/insights/reinventing-the-consumer-products-supply-chain/>

<sup>4</sup> [https://www.proviti.com/US-en/insights/infographic-consumer-products-and-retail-executive-perspectives-top-risks-2022-and-2031?utm\\_source=SuggestedContent&utm\\_medium=website&utm\\_campaign=CPS\\_TR](https://www.proviti.com/US-en/insights/infographic-consumer-products-and-retail-executive-perspectives-top-risks-2022-and-2031?utm_source=SuggestedContent&utm_medium=website&utm_campaign=CPS_TR)

<sup>5</sup> <https://consumergoods.com/biden-supply-chain-strain-initiatives-include-better-data-sharing>

<sup>6</sup> <https://consumergoods.com/where-cg-industry-headed-2021-draws-close>

<sup>7</sup> [https://consumerbrandsassociation.org/wp-content/uploads/2021/03/Future\\_of\\_Supply\\_Chain.pdf](https://consumerbrandsassociation.org/wp-content/uploads/2021/03/Future_of_Supply_Chain.pdf)



To learn more, visit [manh.com](https://manh.com)

[manh.com](https://manh.com)

© 2022 Manhattan Associates, Inc.

