

# What customers say about Manhattan Active® Omni

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**Manhattan Active Omni is a first-of-its-kind, unified commerce application designed and built to profitably deliver on the omnichannel customer experience promise. Born in the cloud with a microservices architecture, its order management system (OMS) is the most advanced order orchestration and optimisation solution ever built. Manhattan's OMS gives retailers complete, real-time control of customer transactions, inventory visibility and availability, and orchestration of orders across the enterprise. What do our customers say about Manhattan Active Omni?**

## **PVH: Access to in-store inventory**

PVH is one of the most admired fashion and lifestyle companies in the world with a portfolio that includes the iconic Calvin Klein, TOMMY HILFIGER, Van Heusen, IZOD, ARROW, Warner's, Olga and Geoffrey Beene brands, as well as the digital-centric True&Co. As the COVID-19 pandemic spread, PVH's stores were temporarily closed to comply with governmental orders. Demand through digital channels grew exponentially, driving the need to access in-store inventory to expand consumer options and enable fulfilment of orders. PVH leveraged its longtime partnership with Manhattan Associates, and the flexibility of Manhattan Distributed Order Management, to solve the problem. In just three weeks, fulfilment processes were rerouted, expanding capacity for ecommerce sales and increasing the available assortment for online shoppers. PVH is now incorporating ship-from-store efforts into its regular fulfilment model to maximise sales and meet customer expectations for fast, convenient shopping. "Clearly our agility was a great tool as we tried to mitigate the business impact of the pandemic. Our store operations played a vital role by quickly adopting new procedures

to pick, pack and ship online orders to consumers. These efforts are a proof point of our overall ability to adjust to shifts in behaviour to best serve the consumer now and into the future,” according to Eileen Mahoney, EVP and CIO, PVH.

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#### **Groupe Dynamite: Personalised shopping experience**

Groupe Dynamite, owner of the popular Dynamite and Garage fashion brands, creates, designs, markets and distributes a constantly evolving collection to more than 300 retail stores in the U.S. and Canada. The retailer has selected Manhattan Active® Point of Sale to deliver a more modern, customer-centric shopping experience.

“We wanted to add the latest fulfilment methods, like buy online pickup in store and ship from store capabilities, but were limited by a legacy POS with an inflexible architecture,” said Marie-Soleil Tremblay, Senior Vice President Sales, Operations & RPI, Groupe Dynamite Inc. “Manhattan’s POS solution will give our retail associates the state-of-the-art tools they need to provide a modern and personalised shopping experience.”





"Groupe Dynamite leverages Manhattan Active Omni's robust Order Management, Store Fulfilment and Store Inventory Management functionality. We are so pleased to be able to add a leading point of sale solution, with its advanced omni-cart and clienteling functionality, to this powerful application suite," continued Tremblay.

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# DYNAMITE GARAGE



## **At Home Group: Agile fulfilment network**

At Home Group Inc., is a home décor superstore with 225 locations in the United States focused on providing the broadest assortment of products to suit every room, every style and every budget. To enhance its already successful retail operations, At Home recently selected Manhattan's OMS solution to provide a more modern omnichannel customer experience and improve in-store fulfilment.



"Our success has been driven by three key competitive advantages: a differentiated home décor concept, a highly efficient operating model and a deep understanding of our customers," said Julie Coffman, At Home's Vice President of Ecommerce and Omnichannel. "Implementing Manhattan's OMS will enhance our performance in all three of these areas and allow At Home to build an agile, powerful and fully optimised fulfilment network tailored to the needs of our customers."

***"Manhattan's OMS will allow at home to build an agile, powerful and fully optimised fulfilment network."***

at home®

The Home Décor Superstore

Voor meer informatie, ga naar [manh.nl](http://manh.nl)

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