

# The future of supply chains is unified

03-10-2022 07:10



According to Gartner's latest assessments, Manhattan Associates has rewritten the book when it comes to warehouse management and transportation management systems. Using microservices architecture that allows continuous innovation, updates and extensibility in the cloud, Manhattan is able to deliver the only true, unified supply chain offering currently available today. Unifying all elements of the retail supply chain journey, from order and fulfilment, to distribution and transportation is the key to supply chain commerce and the retail brands of tomorrow. What do our customers say?

## Generation omnichannel

Today, omnichannel commerce is the default setting for billions of consumers around the globe. Whether the buying journey starts with a web search, in an app, in-store or even on social media, omnichannel is the byword for commerce in the 2020s, making effective cross-channel functionality a 'must have' for brands in today's changeable retail landscape.

Mert Karaibrahimoglu, CEO at Penti: "Penti has a long history of delivering great value and quality products to our customers, but challenges presented by the pandemic have put great stress on our processes, systems

and people over the last two years. Despite these challenges, however, business has been booming, with the growth in revenue almost entirely driven by the success of our ecommerce and online channels. Manhattan Active Omni gives us the power and confidence to be able to adapt and respond to future external challenges quickly while continuing to meet the exact requirements of our customers – all the while maintaining a consistent, frictionless experience across whichever channels or geographies they are present in.”

***“Manhattan active omni gives us the power to adapt and respond to future external challenges.”***

*Mert Karaibrahimoglu, CEO at Penti, women’s fashion retailer in Turkey*

**Penti**



## **The retail industry’s nervous system**

The second stage of the buyer journey takes us into the very nerve centre of retail operations – the warehouse and distribution centre. Amsterdam-based fashion brand Scotch & Soda has chosen Manhattan Active® Allocation and Manhattan Active® Warehouse Management as part of a strategic move to drive its global omnichannel transformation. The company decided to modernise and replace its allocation solution, as well as its warehouse management, in order to better align selling strategies and store replenishment decisions.



Rik Kok, Procurement Director at Scotch & Soda: "By leveraging Manhattan Active Allocation, we are set to achieve a real-time view of inventory and employ allocation strategies carefully constructed to reflect the omnichannel and global nature of our growing business. And by migrating our three key distribution centres to Manhattan Active Warehouse Management, we are supporting a distribution and fulfilment transformation with smarter, more transparent and sustainable fulfilment and delivery options, which will ultimately benefit our growing customer base. Manhattan's solutions are clearly built for retail of the future, whereas other solutions were built for retail of the past."

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*Rik Kok, Procurement Director at Scotch & Soda*

**SCOTCH & SODA**  
AMSTERDAM



## **From planes, to trains and automobiles**

The final piece of the buying journey puzzle is transportation. Manhattan Active® Transportation Management's adaptive optimisation engine leverages machine learning to automatically tune hundreds of traditionally manual parameters to deliver significant efficiencies and optimal results for the transport team at ICA, one of the largest grocery chain in the Nordics. With huge volumes of goods and increasing transportation costs, not to mention the geographical nuances unique to Sweden, ICA is confronted with complicated challenges every day when it comes to its transportation network and replenishing its 1267 stores.



Johan Svensson, Development Manager Warehouse and Transport at ICA Sweden: “Manhattan Active Transportation Management provides us with more centralised perspectives, allowing our teams to take more control of planning and execution and to decide which route is best or most efficient, therefore providing better visibility over inbound and outbound flows of goods. Most importantly of all, it arms us with the data to proactively make decisions, rather than having them forced on us unexpectedly.”

***“Manhattan active transport management arms us with the data to proactively make decisions.”***  
*Johan Svensson, Development Manager Warehouse and Transport at ICA Sweden*

**ICA**

