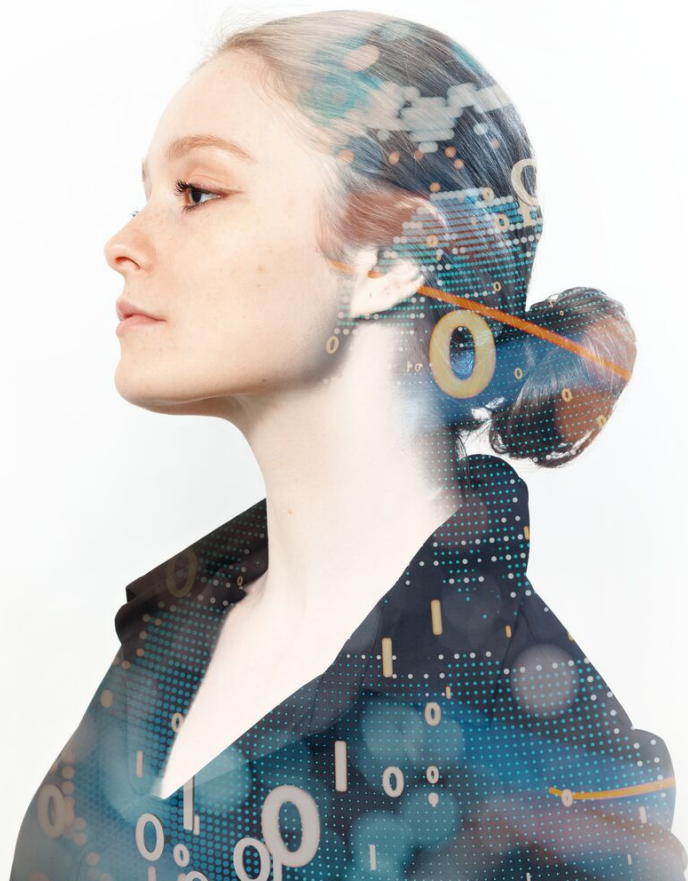


What customers say

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It's not just technology that is moving faster. The nature of relationships between retailers and customers, warehouses and associates, carriers and shippers is experiencing evolutionary shifts. Manhattan Active Solutions allow enterprises like PacSun, Lamps Plus and Brooks Brothers to optimise large and complex operations, adapt to market and demand changes, and iterate and innovate with speed.

PacSun finds 'saviour' in ship-from-store & delivery fulfilment

PacSun is a leading lifestyle apparel brand for the Gen Z consumers in the United States. Before implementing Manhattan Active Omni, the retailer was forced to ship ecommerce orders exclusively from a lone central distribution centre. That became a problem when all 330 stores were forced to close during the pandemic. "It was a shock to our system", says Michael Relich, Co-CEO at PacSun. During the pandemic, PacSun and Manhattan worked together to finish implementation of ship-from-store capabilities in just two weeks. They were able to ship roughly 40,000 units a day out of their stores, seeing some of the highest margins in PacSun history. Most importantly, those items that were in danger of being out of season instead flew off the shelves and were sent directly to customers.

With Manhattan Active Omni, PacSun now has a pipeline of innovation at their fingertips. “The faster and more reactive to the market we can be, the more successful we’re going to be.”

“Manhattan active omni enabled our strategy we had during the pandemic. Ship-from-store literally saved the company.”

Michael Relich, Co-CEO at PacSun

P A C S U N



Lamps Plus: The benefits of next generation POS

In 2018 Lamps Plus decided to move on and pivot toward next-gen omnichannel capabilities. At the time, its legacy point of sale software did not provide the visibility necessary to execute a unified commerce experience across multiple channels. Lamps Plus felt it was leaving transactions on the table by catering only to the needs of the physical retail store. Due to the success of Manhattan's WMS, order management and store and inventory solutions, Lamps Plus trusted that point of sale software developed by Manhattan would offer more of the same best-in-class agility. The implementation of Manhattan Active POS spanned 36 retail locations in the United States and was completed in just six months. Thus far, the solution has increased point of sale throughput by 35 percent, when scanning items into cart, taking payment and printing receipts. Added capabilities include an on-premise gift card system, increased credit card security with secure payments, a loyalty card capture system and web returns in-store. Bill Gratke, Senior Vice President Supply Chain, Planning & Reporting at Lamps Plus: "Peaceful is a good word for how we've handled the last four years. In a retailer's life, the less you have to worry about something, the better it must be doing. If you don't have to concentrate on it, you're putting your time into other stuff which is selling more and making more revenue."

"We've been live on Manhattan active pos for four years. It's given us the reliability factor that our associates were looking for. It's modern. It works."

Bill Gratke, Senior Vice President Supply Chain, Planning & Reporting at Lamps Plus

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Brooks Brothers: 'The holy grail of endless aisle'

The oldest apparel brand in the United States saw its entire business becoming a digital business when the pandemic erupted. "We went from 35% to 100% digital overnight", says Todd Treonze, Senior Vice President and CIO at Brooks Brothers.

At the time Brooks Brothers was on the verge of rolling out Manhattan Active Omni. Its scalable and adaptable order management fulfilment capabilities such as ship-from-store and pickup in-store not only allowed Brooks Brothers to thrive during the pandemic, but it helped transform its omnichannel capabilities moving forward to allow new avenues of customer fulfilment. With Manhattan Active Omni Brooks Brothers has access to the latest and greatest technology, with automatic updates that occur seamlessly and without disruption. "The nature of how quickly the product was being infused with new features and functions quarterly really excited us", says Treonze. After a few years with Manhattan Active Omni as the driving force in its omnichannel network, the goal is now to keep building upon and taking advantage of the best-in-class capabilities that are available. "There are a lot of new things that we're looking forward to doing with the platform, eventually integrating with Manhattan Active Warehouse Management and rolling out Manhattan Active Point of Sale."

"Without having the scalability of the Manhattan order management system we never would have made it through that holiday season."

Todd Treonze, Senior Vice President and CIO at Brooks Brothers

The Brooks Brothers logo is rendered in a dark blue, elegant script font. The letters are fluid and interconnected, with a classic, sophisticated feel. The 'B's are particularly large and ornate, with long, sweeping tails that extend to the right. The overall impression is one of timeless luxury and heritage.



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