IL NUOVO STANDARD NEL FASHION:

Soddisfare e superare le aspettative dei clienti

12th April 2022

We are Manhattan Associates

Supply chain, inventory and omnichannel solutions

1200+ CLIENTS

31 YEARS
FOUNDED: **1990** NASDAQ: **MANH**

591 GO-LIVES IN 2020

$668M IN R&D INVESTMENT SINCE **2009**
$84M IN **2020**

3,400+ ASSOCIATES

DEBT FREE FOR 31 YEARS IN A ROW

Manhattan Global Solutions and Services

CORPORATE OFFICES

ATLANTA	AMSTERDAM
NEW JERSEY	DUSSELDORF
SANTIAGO	BANGALORE
LONDON	SINGAPORE
PARIS	SHANGHAI
BARCELONA	TOKYO
MADRID	SYDNEY
MILAN	MELBOURNE

GEOPARTNERS

MEXICO CITY	BUCHAREST
PANAMA	ST. PETERSBURG
SAO PAULO	MOSCOW
REYKJAVIK	DUBAI
KÓPAVOGUR	BANGKOK
CAPETOWN	KUALA LUMPUR
JOHANNESBURG	JAKARTA
GOTHENBURG	MANILA
WARSAW	
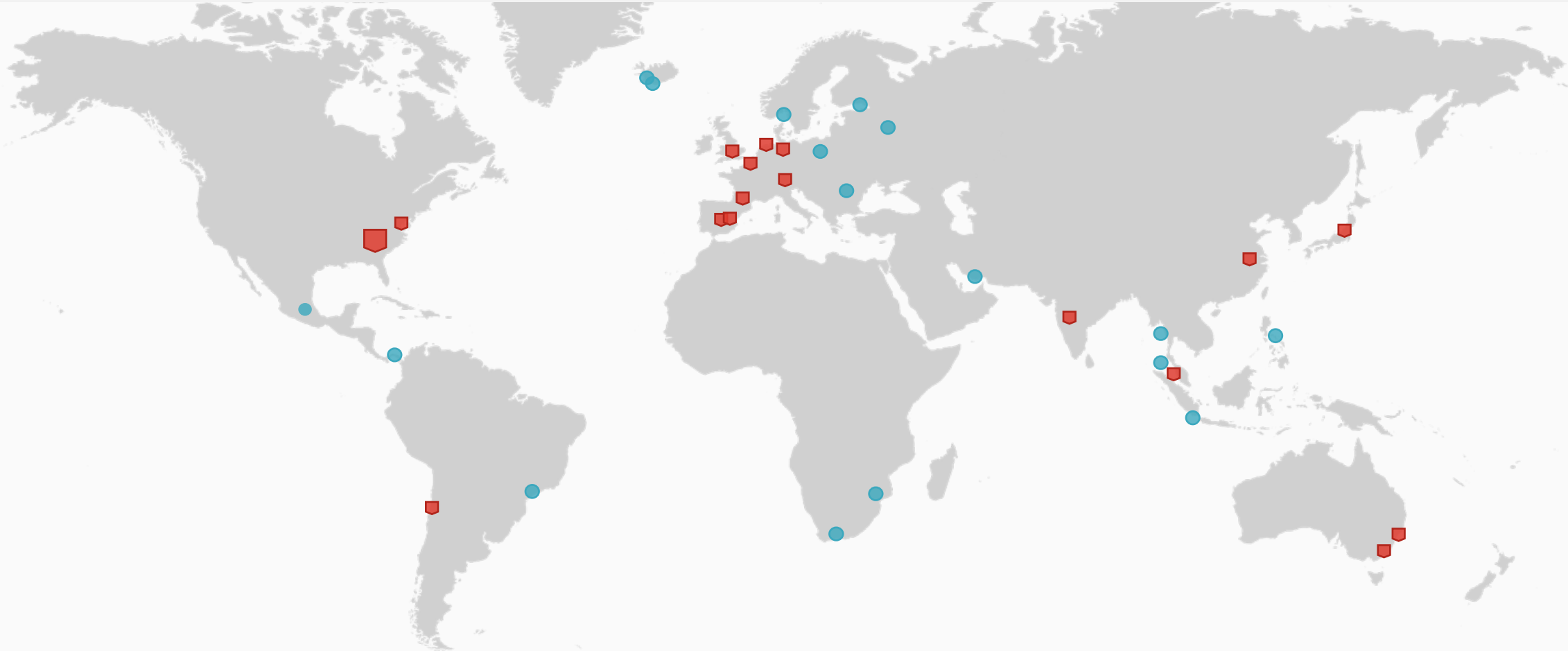
Manhattan in Italy: local presence & capacity

ITALIAN OFFICE

Manhattan Associates is present in Italy since 2018 and has a local office in Milan since January 2020

Office address:
SPACES VETRA
P.zza Vetra 17 20123 – MILANO

LOCAL TEAM

Italian team is made up of 16 people working in the PSO/CSO organizations with different levels of seniority and knowledge on the full Manhattan product portfolio.

Within Manhattan SE there are other resources speaking Italian who can reinforce local capacity

The new norm

OMNICHANNEL:
Customer Expectations Have Changed
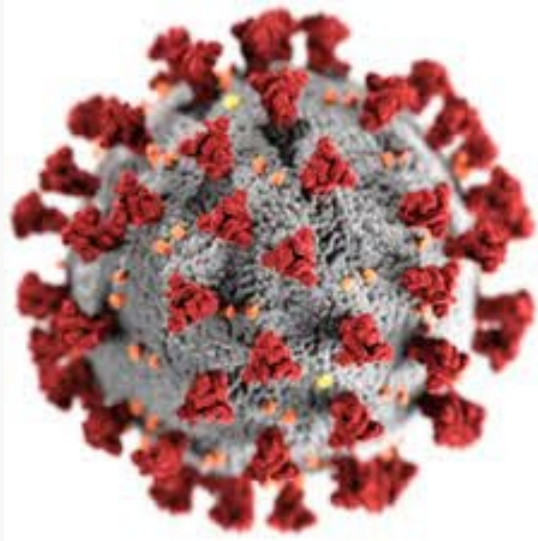
NONE WAS A REQUIREMENT EVEN 5 YEARS AGO

say seamless handoffs and connected processes are important

choose to fulfill ecommerce orders from the store when available

of customers expect companies to offer support via social media

TWO EXOGENOUS PHENOMENON CONTRIBUTED TO ACCELERATE CHANGE
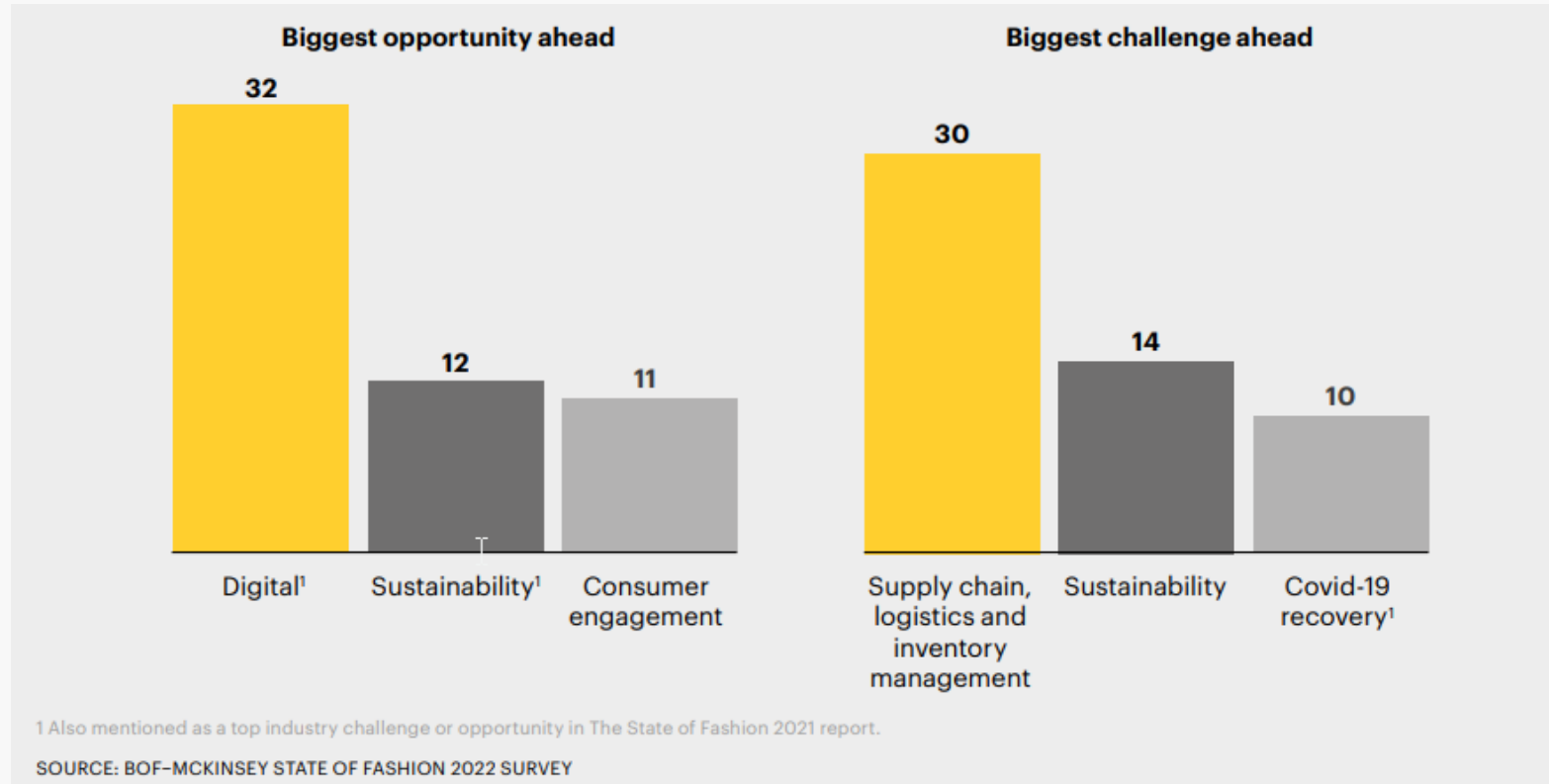
COVID-19 PANDEMIC

UCRAINE WAR

WHICH ARE THE AXIS BRANDS NEED TO WORK ON IN ORDER TO EMBRACE THE CHANGE AND DEVELOP NEW WINNING STRATEGIES?

DIGITAL AND SUSTAINABILITY AS MAIN OPPORTUNITIES FOR GROWTH

Biggest opportunity ahead

Digital[1]	Sustainability[1]	Consumer engagement
32	12	11

Biggest challenge ahead

Supply chain, logistics and inventory management	Sustainability	Covid-19 recovery[1]
30	14	10

1 Also mentioned as a top industry challenge or opportunity in The State of Fashion 2021 report.

SOURCE: BOF–MCKINSEY STATE OF FASHION 2022 SURVEY

The supply chain challenges

› Speed is increasing in an uncertain global environment

– **Lockdowns and consequent logjams create bottlenecks and uncertainty on global supply chain lead times**

– **Need of flexible allocation rules to adapt**

› Cost increase of raw materials and transportation

› Facilities costs and efficiency

– **Increasing rent costs, low vacancy rates, buildings increasing average age**

The supply chain challenges

› Product tracking and authenticity

› Inventory visibility

› Less international travels

−**Rise of local fashion/luxury demand**

› Frictionless experience

−**Customers expect to switch among channels having a holistic interaction with brands**

−**Continuing evolution of digital channels (metaverse)**

The sustainability challenge

› Company carbon neutrality

› Circular economy:

  – **Closed loop recycling to minimize production of net new raw materials**

› Secondhand businesses

› Social responsibility

  – Use of environmental best practices (energy consumption, waste, recycling methods)

Supply chain and sustainability are strictly interconnected

"Fast and cost-effective supply chains are not differentiators – **agility, adaptability and alignment** are the competitive advantage."

— **Hau Lee,** Stanford Business School
Director, Value Chain Innovation Initiative

How Manhattan Associates can help companies tackle these challenges

The future of supply chain is unified

era of agile supply chain commerce

› Architected through microservices for **cloud-first performances**

› Optimized through data sciences for **outcome-first efficiencies**

› Aligned through behavioral sciences for **human-first experiences**

› United through distribution, labor, automation & transportation **in a single app**

"Fast and cost-effective supply chains are not differentiators — **agility, adaptability and alignment** are the competitive advantage."

— **Hau Lee,** Stanford Business School
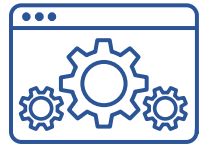Director, Value Chain Innovation Initiative

Manhattan Unified Technology

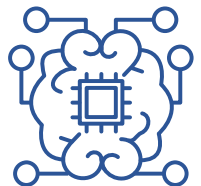## Cloud-native, versionless, extensible platform that learns
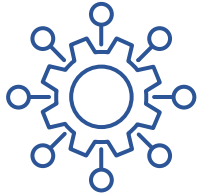
UNIFIED APPLICATION
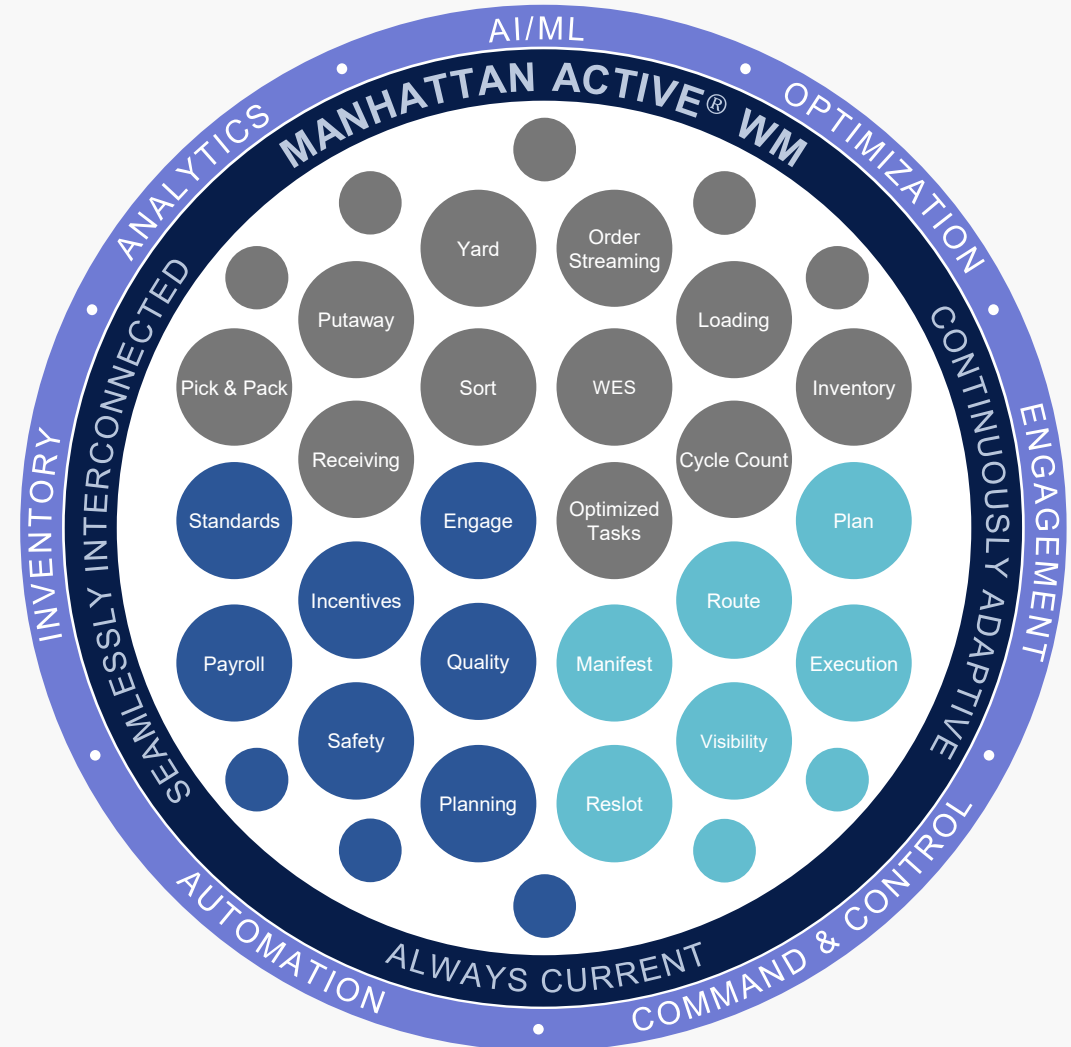engineered entirely using microservices architecture

ALWAYS CURRENT
with quarterly updates with **zero down-time**

EXTENSIBILITY
framework to easily configure UI and workflow

APPLIED AI
and machine learning optimization

WHERE THE SUPPLY CHAIN & THE COMMERCE MEET

OMS WMS TMS

One platform.

Sell Anywhere

SAVE EVERY
SALE

Fulfill Anywhere

DELIVER ON
THE PROMISE

Engage Anywhere

CREATE LASTING
EXPERIENCES

Supply chain speed increase

How we can support it – Some Examples

USE OF AI/ML WITHIN OUR OMS SOLUTIONS (ACTIVE OMNI)

- **PREDICTIVE PROMISE**
  - *ML based predictions to model outcomes of any combination of shipping and/or delivery date and analytical dashboard*
- **ANF (Adaptive Network Fulfilment)**
  - *Using ML to profitably deliver on customer promise*
- **INTERACTIVE INVENTORY**
  - *Accurate fulfilment promising available anywhere during the shopping journey (from PDP)*

REAL-TIME EXECUTION AND 3RD PARTY INTEGRATIONS

› **SINGLE INVENTORY VIEW**
  - *Holistic view if what is sellable across channels*

› **DSS (Digital Self-Service)**
  - *Thought for mobile addicted people to streamline interaction with brands*
  - *It has an important impact on brand's TCO because reduce interactions with CC organization*

› Real-time integration with WMS, carriers or DMP platforms

Supply chain speed increase

How we can support it – Some Examples

WMS

- **ORDER STREAMING**
  - Orders (any type) released in real time overcoming the wave concept
  - Real time collaboration with TM: on the fly re-optimization for best mode and max mean capacity
- **BUILT-IN WES**
  - Vendor agnostic Integration framework to orchestrate full warehouse automation
- **LABOR ENGAGEMENT**
  - Full mobile and gamification
  - Easy to use tool

TMS

- › **REAL-TIME TRACKING**
  - Multiple pre-integrated partner solution to track any shipment (i.e. Project44, FourKites)
- › **UNIFY LOGISTIC CONTROL (ULC)**
  - Common UI to fully control each order/shipment status in real time
- › **MANHATTAN CARRIER NETWORK (MCN)**
  - Integration framework to enable a seamless connectivity with carrier

Evolution of customer experience

How we can support it – Some Examples

BUSINESS BENEFITS

- Enable **omnichannel extended capabilities** (ROPIS, BOPIS, Reserve in store, curbside pickup, etc…)

- Enable new selling channels/payments

- Enable a frictionless customer experience

- Personalized delivery

- Profitable & sustainable Supply Chain

SUPPORTING TECHNOLOGY

› Highly **configurable workflows** (pipelines) to design processes tailored on customer needs

› **Proactive** to integrate new marketplaces and/or payment methods (Klarna, NOOSA, 4Gift, Apple pay, Amazon pay, ect…)

› **Omni POS**

› Active supply chain (WMS&TMS native integration)

Thank You

www.manh.it