⚃Manhattan Order Lifecycle Management

Balance cost and service by dynamically linking orders with network inventory

Whether your business operates in one channel or multiple channels, finding an efficient way to manage the order lifecycle is easier said than done. Surprise delays lead to stock-outs. Sudden declines in demand create excess inventory. The more complex your supply chain, the tougher it is to ensure products reach your customers profitably and on time. And, not managing returns properly costs money and impacts customer loyalty.

Strike a better balance between supply and demand with Manhattan Associates' Order Lifecycle Management. You'll see orders across channels— whether placed in a store, online, via EDI or in your call center. Beyond visibility, orders can be added or modified from anywhere inside or outside your enterprise. They can be sourced and allocated from anywhere in your extended network, including across your distribution centers (DCs), stores, drop-ship vendors, or any other inventory source.

Order Lifecycle Management streamlines fulfillment and returns

Many multi-channel businesses manage inventory the way they manage orders— with separate order capture systems, and by physically separating fulfillment processes and inventory by channel. While this approach seems logical, it can create major problems, like space inefficiencies, increased labor costs, and the inability to respond to changing market conditions.

With Order Lifecycle Management, you can dynamically allocate product from a common inventory pool while honoring channel-level plans created by your inventory optimization applications. It also allows you to get inventory back into the supply chain quickly. By automating the returns process, you can maximize credit from suppliers, simplify refunds to your customers and return goods to store shelves for rapid resale.

Powered by Manhattan's Supply Chain Process Platform, Order Lifecycle Management unites three powerful modules which can be deployed as individual solutions or as an integrated suite:
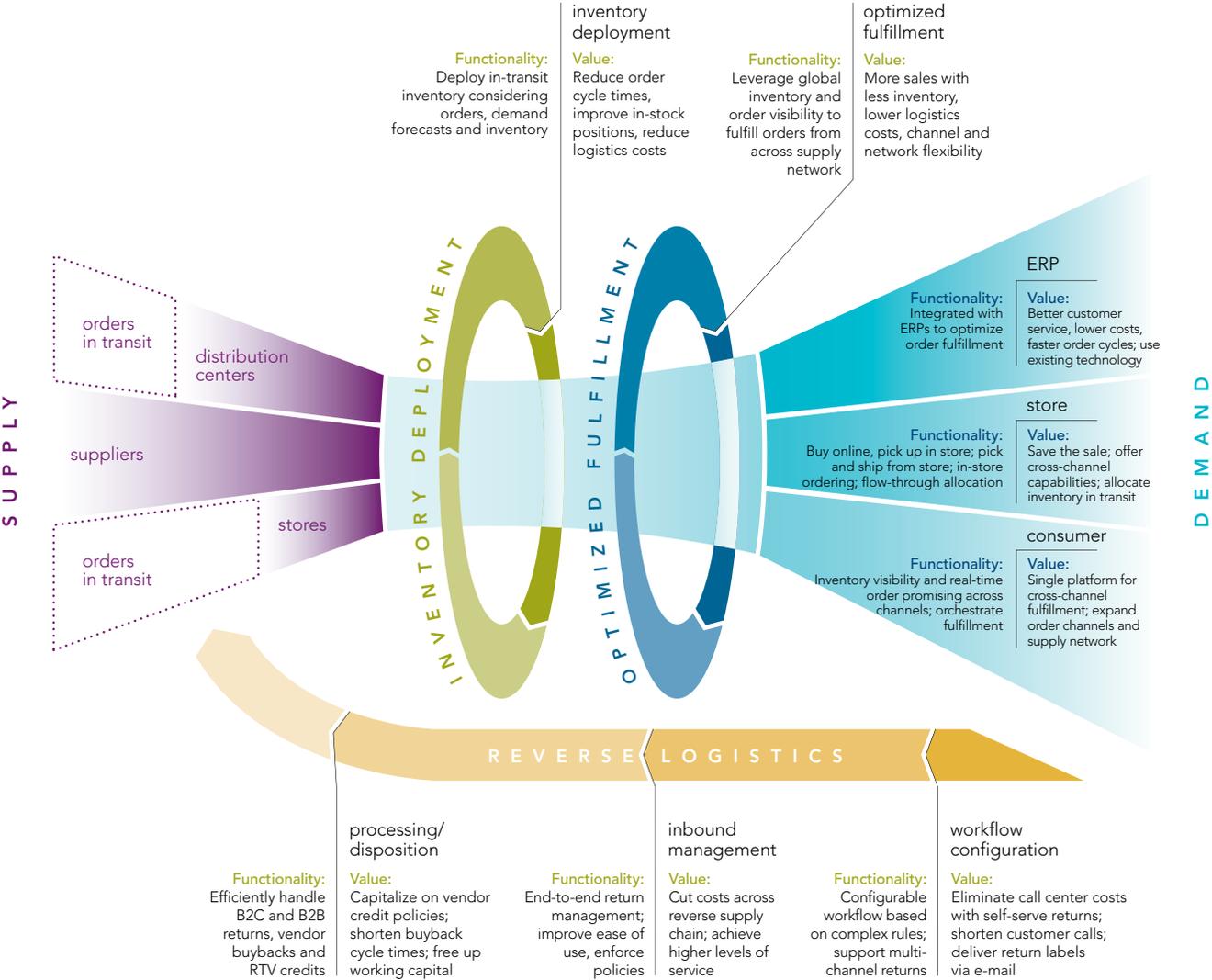
- **Distributed Order Management**
- **Reverse Logistics Management**
- **Store Commerce Activation**

Order Lifecycle Management gives you end-to-end control of your order management process by streamlining the order, fulfillment and returns processes—dynamically linking network inventory with demand to balance service and cost.

⚃ Manhattan Associates®   The Supply Chain People®

Order Lifecycle Management:
take a flexible approach to cross-channel inventory management

Order Lifecycle Management's continuous promising engine balances demand across channels with inventory throughout the supply network. Category-specific rules speed returns processing and even allow you to handle unique or custom requirements. No matter how complex your supply chain, the scope of visibility provided by Order Lifecycle Management gives you the information you need to keep your customers happy without carrying excess inventory—so you can make the most of every fulfillment opportunity.

inventory deployment

Functionality: Deploy in-transit inventory considering orders, demand forecasts and inventory

Value: Reduce order cycle times, improve in-stock positions, reduce logistics costs

optimized fulfillment

Functionality: Leverage global inventory and order visibility to fulfill orders from across supply network

Value: More sales with less inventory, lower logistics costs, channel and network flexibility

SUPPLY

orders in transit

distribution centers

suppliers

stores

orders in transit

INVENTORY DEPLOYMENT

OPTIMIZED FULFILLMENT

DEMAND

ERP

Functionality: Integrated with ERPs to optimize order fulfillment

Value: Better customer service, lower costs, faster order cycles; use existing technology

store

Functionality: Buy online, pick up in store; pick and ship from store; in-store ordering; flow-through allocation

Value: Save the sale; offer cross-channel capabilities; allocate inventory in transit

consumer

Functionality: Inventory visibility and real-time order promising across channels; orchestrate fulfillment

Value: Single platform for cross-channel fulfillment; expand order channels and supply network

REVERSE LOGISTICS

processing/ disposition

Functionality: Efficiently handle B2C and B2B returns, vendor buybacks and RTV credits

Value: Capitalize on vendor credit policies; shorten buyback cycle times; free up working capital

inbound management

Functionality: End-to-end return management; improve ease of use, enforce policies

Value: Cut costs across reverse supply chain; achieve higher levels of service

workflow configuration

Functionality: Configurable workflow based on complex rules; support multi-channel returns

Value: Eliminate call center costs with self-serve returns; shorten customer calls; deliver return labels via e-mail

As part of Manhattan SCOPE®: Supply Chain Optimization—Planning through Execution, Order Lifecycle Management puts you in control of the order management process—and back again— by streamlining the order, fulfillment and returns processes.

Distributed Order Management

Enter and manage orders in a call center or store on either a browser-based workstation or a mobile device

Allow call center agents and store associates to search for items in other stores and place an order for in-store pickup

Manage the entire payment processing lifecycle, including authorization, reauthorization, settlement and fraud management

Optimally source customer orders from across your supply chain by simultaneously factoring inventory, transportation cost, labor capacity, fulfillment cost, and cost of goods sold

Get out-of-the box support for buy online, pick up in store

Provide selling channels with a global view of inventory via a centralized, callable available-to-promise service

Orchestrate complex merge-in-transit fulfillment flows to provide single delivery to the customer

Ensure customer commitments remain realistic by proactively monitoring the fulfillment process from order creation through customer delivery

Efficiently route orders to vendors, distribution centers, stores and other fulfillment partners to minimize delivery time and maximize order profitability

Predict inventory shortages, potential customer service issues and delivery problems

Reduce back-orders and meet customer demand by automating substitutions for similar products based on business rules

Manhattan SCOPE®
Supply Chain Optimization...Planning through Execution

PLATFORM APPLICATIONS
Total Cost to Serve
Supply Chain Visibility
Supply Chain Intelligence
Supply Chain Event Management

Planning and Forecasting	Inventory Optimization	Order Lifecycle Management	Transportation Lifecycle Management	Distribution Management
• Demand Forecasting • Multi-Channel Planning • Financial Planning • Item Planning • Assortment Planning • Promotion Planning • Store Clustering • Direct Planning • Store Planning	• Replenishment • Multi-Echelon • Vendor Managed Inventory • Collaboration Gateway	• Distributed Order Management • Reverse Logistics Management • Store Commerce Activation	• Transportation Procurement • Transportation Planning & Execution • Logistics Gateway • Fleet Management • Audit, Payment & Claims • Appt Scheduling • Yard Management • Carrier Management	• Warehouse Management • Slotting Optimization • Labor Management • Billing Management • Supplier Enablement • Hub Management

X-SUITE SOLUTIONS

SUPPLY CHAIN SOLUTIONS

SUPPLY CHAIN PROCESS PLATFORM

Reverse Logistics Management

Enable self-service returns through the company storefront

Provide full support for returns/exchanges within the call center

Enable buy online, return to store

Efficiently manage vendor buybacks, recalls and re-allocation of inventory

House complex vendor return policies and automate return to vendor (RTV) shipping

Present intuitive self-serve workflow online, reducing burden on call center staff

Generate carrier compliant shipping labels as email attachments or via browser

Receive real-time parcel scans, improving visibility and tracking

Enforce manufacturer and extended warranties in a single automated process

Store Commerce Activation

Pack, rate and ship for customer shipments or store-to-store transfers

Enable and implement store receiving

Give store associates inventory visibility across the entire distribution network (DCs, other stores and vendors)

The Manhattan Difference:
Supply Chain People Thinking Differently About Supply Chain

Our Focus

We've earned recognition as The Supply Chain People® for a reason: We think differently about supply chain. Manhattan's 'think-tank' is unmatched in both staff resources and collaboration with the best minds in business, industry and academia. By identifying and applying the latest advances in supply chain know-how, we generate proven, real-world results for business. Manhattan professionals and our "Human IP" have gained global recognition as the gold standard in supply chain expertise.

Our Platform Thinking™ Perspective

We believe a platform-based approach is the optimal way to manage supply chain complexity to generate greater advantage and value for business. Platform-based supply chain solutions deliver the operational flexibility, visibility and cross application optimization business executives need without compromising the total cost of ownership controls that technology and financial executives demand.

Our Proof

More than 1200 companies globally, representing many of the world's best-known brands, leverage Manhattan solutions to advance their supply chain leadership. For two decades, our platform-based approach to supply chain optimization has helped companies worldwide achieve measurable efficiencies such as optimally calibrated service levels and costs, improved utilization of labor, space and assets, and balanced tradeoffs between transportation and inventory costs.

Manhattan Associates is committed to developing supply chain solutions that foster environmental stewardship.

Manhattan
Associates®

The Supply Chain People®