

## Enable cross channel in-store execution via **Store Commerce Activation**

**I**n today's world of high expectations, retail stores play an even greater role in customer satisfaction and brand fulfillment. Today's consumer expects to shop in the manner most convenient at the moment and have a consistent and satisfying experience regardless of which channel (online, catalog, retail store, etc.) they use. To provide this blended channel experience, retail stores must evolve to provide more advanced inventory and order fulfillment services.

Manhattan's Store Commerce Activation offers an easy-to-use solution, which can enable the retail store to increase inventory accuracy, acknowledge and accept order fulfillment requests, and execute order fulfillment directly in the store. Store associates can see and locate both on-hand and in-flight inventory at any point in the supply chain. Stores can track the status of their orders and proactively monitor unwanted disruptions in delivery.

Manhattan's Store Commerce Activation allows you to transform the retail store from an end-point in the supply chain to a fully functional "node" in the supply chain.

As more retailers view stores as a node on the supply chain, rather than the end of it, store operations teams also need solutions to easily enable store-level parcel execution. Store Commerce Activation is fully integrated with parcel carriers via a web service-based methodology, enabling you to instantly shop shipping rates. You can also create and track shipments and obtain proof of delivery information—all within one seamless user experience. And store managers can electronically confirm receipt.

### **Get the tools you need to enable the retail store**

Store Commerce Activation provides powerful inventory management and order fulfillment capabilities packaged in an easy-to-use, mobile solution, which is perfect for the high turnover environments of most retail stores. Whether you're an associate managing inventory from a mobile handheld or a store manager monitoring key tasks, it also provides a framework to oversee the daily functions involved in today's multi-channel retail operations. With Store Commerce Activation, you can:

- Improve store inventory accuracy through scan-based receiving
- Reduce the labor required to perform routine inventory adjustments and cycle counts
- Enable blended channel fulfillment practices (buy online/pick up in store, buy online/fulfill from store, etc.)
- Capture orders in real time in the store to save the sale
- Execute and track parcel shipments
- Seamlessly execute order fulfillment requests from any order source
- Locate inventory both within the facility as well as at any point in the broader supply chain

Store Commerce Activation is just one more example of the innovative solutions facilitated by Manhattan Associates' Supply Chain Process Platform.

# Store Commerce Activation

## Store Inventory Management

- Receive in store by ASN, case/carton or item
- Inspect inventory quality upon receipt
- Print retail price tickets
- Adjust inventory levels

## Store Order Capture

- Enable in-store order capture via mobile or browser

Locate alternative stores with inventory in real time

Save the sale when the inventory isn't on the shelf

## Store Order Fulfillment

Enable in-store pick up (buy anywhere/pick up in store)

Provide store order fulfillment (buy anywhere/fulfill from store)

Pack, rate and ship parcel packages direct-to-consumer or for store-to-store transfer

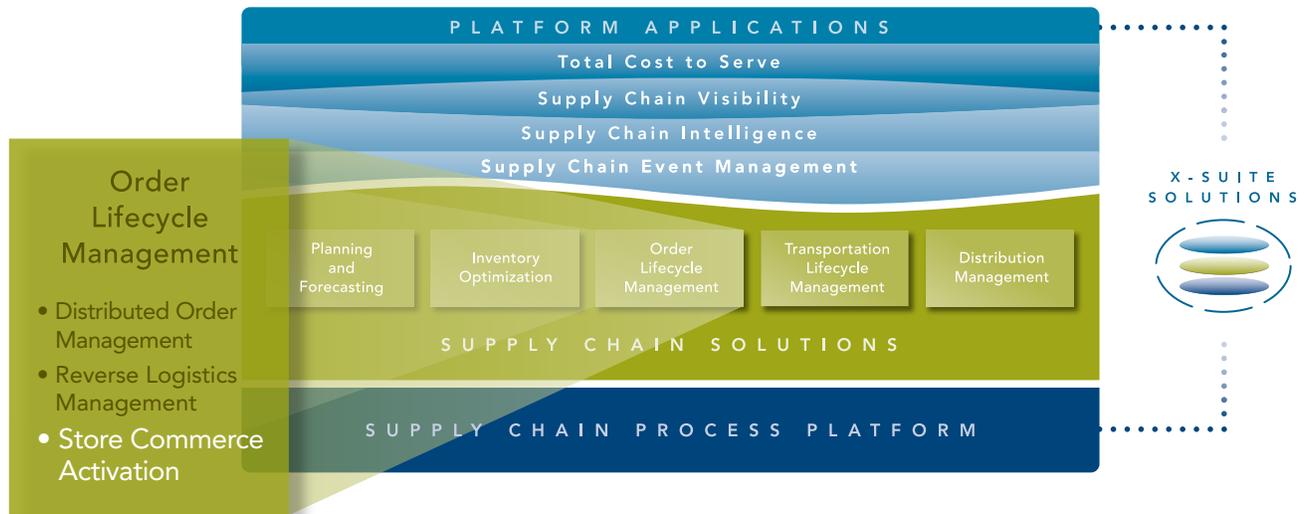
Provide direct integration to parcel carriers via the cloud

Locate inventory across the entire distribution network (in-store, other stores, DCs and vendors)

## Manhattan SCOPE<sup>®</sup> Order Lifecycle Management

Supply Chain Optimization...Planning through Execution

Store Commerce Activation is part of Manhattan Associates' Order Lifecycle Management suite of solutions—dynamically linking network inventory with demand to balance service and cost.



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

We've earned recognition as The Supply Chain People<sup>®</sup> 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 applying the latest advances in supply chain know-how, our Platform Thinking<sup>™</sup> approach is the optimal way to manage supply chain complexity and generate proven, real-world results for business. For two decades, this platform-based approach has helped companies worldwide achieve measurable efficiencies and return on investment. In fact, more than 1200 companies, representing many of the world's best-known brands, leverage Manhattan solutions to advance their supply chain leadership.



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

### Learn more about Manhattan Associates and our solutions:

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