



NEW HORIZONS

Planning Meets Execution:

Redefining the perfect plan through anticipation

George Fowler

CTO & SVP of Supply Chain Planning
Spinnaker SCA

Brett Lindner

Director of Product Management
Manhattan

AGENDA

What we'll discuss today



01

When perfect planning meets imperfect execution

A new way forward with supply chain anticipation

02



03

How Manhattan is addressing these challenges





George Fowler

Chief Technology Officer & SVP of Supply Chain Planning

At Spinnaker SCA, George and his team have successfully delivered hundreds of supply chain planning system implementations for Fortune 100 manufacturers, distributors, and public sector organizations. His work has generated billions of dollars in realized supply chain value—driven by his unique ability to bridge deep technical knowledge with board-level strategic insight.



Brett Lindner

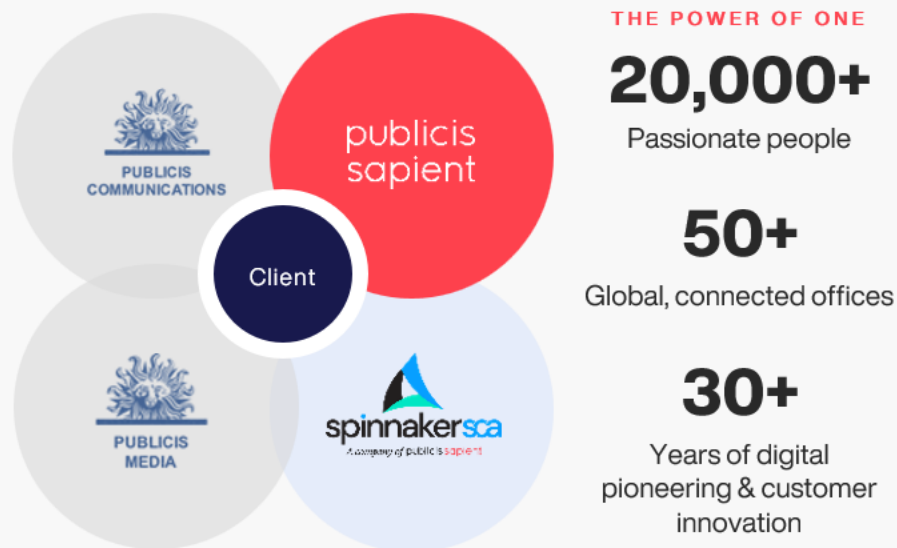
Director of Product Management

A seasoned product leader with years of retail experience, Brett and his team bring the product vision to life at Manhattan. His strong knowledge of supply chain and merchandising systems, combined with his expertise in demand forecasting and replenishment solutions, enables the company to push what's possible and deliver premium supply chain technology for leading brands.



Purpose-built for digital business transformations

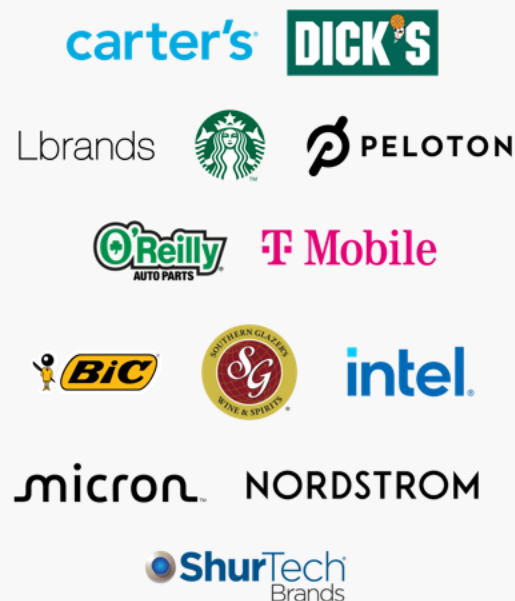
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RECOGNIZED SCM LEADER



Spinnaker SCA's supply chain capabilities & global partner network



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400+ dedicated supply chain professionals

Passionate supply chain specialists, subject matter experts, and practitioners located across North America, LATAM, EMEA & APAC



Strategic supply chain management expertise

Strategic assessments, roadmaps, network design, organizational change management and vendor selection



End-to-end technology implementations

Deep supply chain application knowledge with a proven track record of successful full cycle implementation projects

Supply chain technology pedigree

- Leader in Tier-1 full-cycle technology implementations and solution innovation
- Nearly 25 years of supply chain transformation experience including process design, solution implementation, and managed services
- Proven methodology focused on outcome-based delivery



Supply chain is in our DNA



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Supply Chain Strategy & Transformation

We help you design, execute, and scale a supply chain strategy that works today and wins tomorrow.



Warehouse Operations & Automation

We help you execute seamlessly while balancing flexibility, feasibility, and cost efficiencies inside the walls of your distribution network.



Connected Planning & Fulfillment

We help you balance demand and supply across your network to ensure products are available when and where they are needed.



Transportation Optimization & Visibility

We help you build a transportation network that delivers for you and your customers from the first mile to the last.



Customer Order Promising & Orchestration

We help you leverage customer intelligence to optimize order flows and systems for fast and personalized customer experiences.



Supply Chain AI & Data Engineering

We help you harness the power of AI, machine learning and data science to make smarter, faster decisions.



Spinnaker SCA & Publicis Sapient:

A complete digital business transformation partner



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Connected supply chains

A smarter, more complete view of supply and demand leveraging data from Enterprise, Ecosystem, and External data streams



End-to-end business transformations

Digital and tech-enabled business transformations anchored in process re-alignment and change management —so it actually sticks



Accelerated innovation

Scalable AI platform that enhances and accelerates the modernization of legacy systems using GenAI as a force multiplier



What happens when
perfect planning
meets **imperfect**
execution?

Supply chain systems have huge operational blind spots



Out of control towers

The proliferation of data across disconnected supply chain data sources for Enterprise, Ecosystem, and External make timely well-informed data decisions and insights difficult to manage.

Current solutions often rely on the concatenation of various systems with little regard for the utility, context, and time sensitive nature of that data. Moreover, these sources often fail to derive value from the meaningful combination of planning and execution data.



Short-term memory loss

Even today's most sophisticated planning solutions operate like large memory-less functions with no connection to the results that they've produced in the past.

Recommendations are produced with little regard to current trends, past performance, business exceptions, or gating issues. This relegates users to redundant fire fighting.



Failure to plan

Planning parameters are often stale and fail to represent the actual state of the business.

Stale, inaccurate static variables associated with plan adherence, yield, lead time variability, and actual production rates often skew expected output that make the most optimized plans infeasible. This exacerbates the endless cycle of exception management.



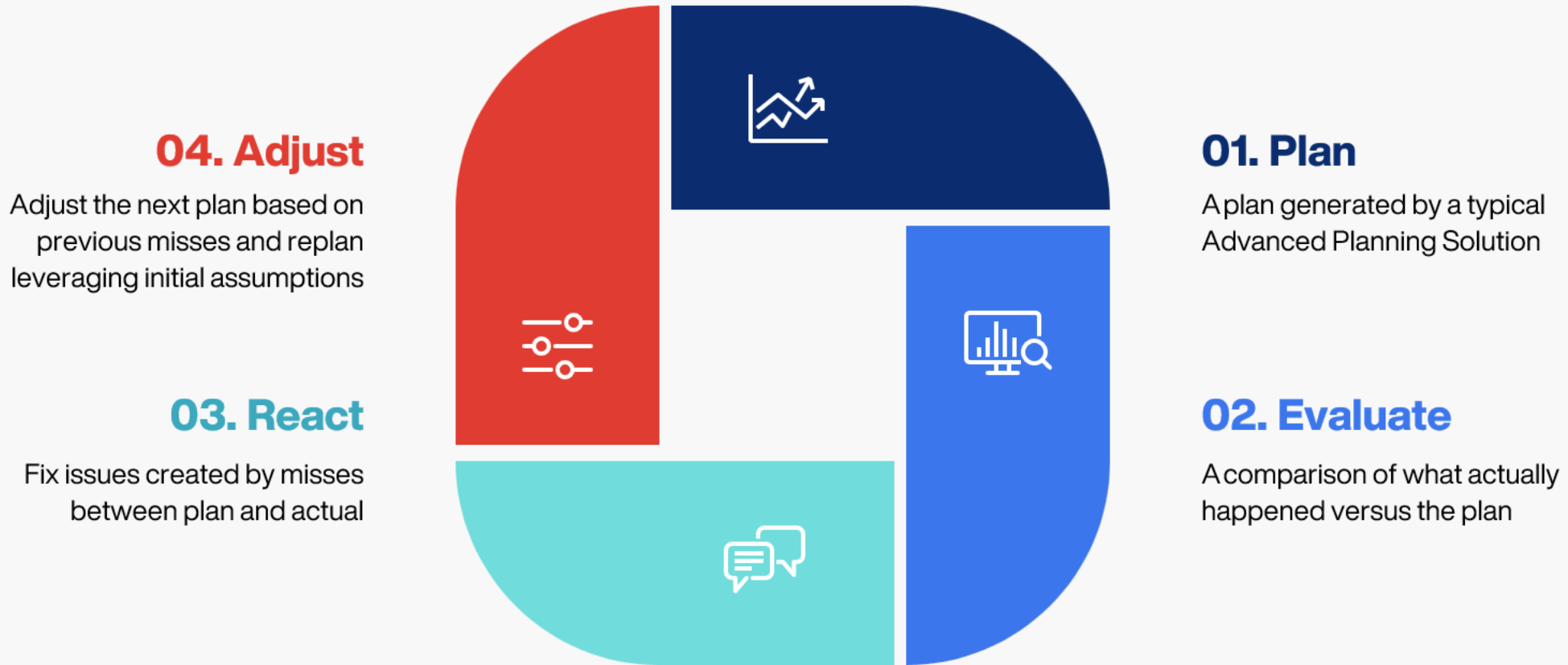
Exceptions are the rule

Exception resolution often lacks visibility to meaningful inputs and insights from the most relevant and impacted systems.

Lack of meaningful data persistence can often make identification of the root cause and cost implications of potential decisions a constant exercise in futility. Further it limits the ability to perform effect Simulation, Scenario, and Cost-to-Serve Analysis.



The real problem: Siloed planning approach



A photograph of firefighters in full protective gear, including helmets and oxygen tanks, standing in front of a large fire. The central firefighter is seen from the back, looking towards the flames. The scene is dramatic with bright orange fire and grey smoke in the background.

THIS HAPPENS.



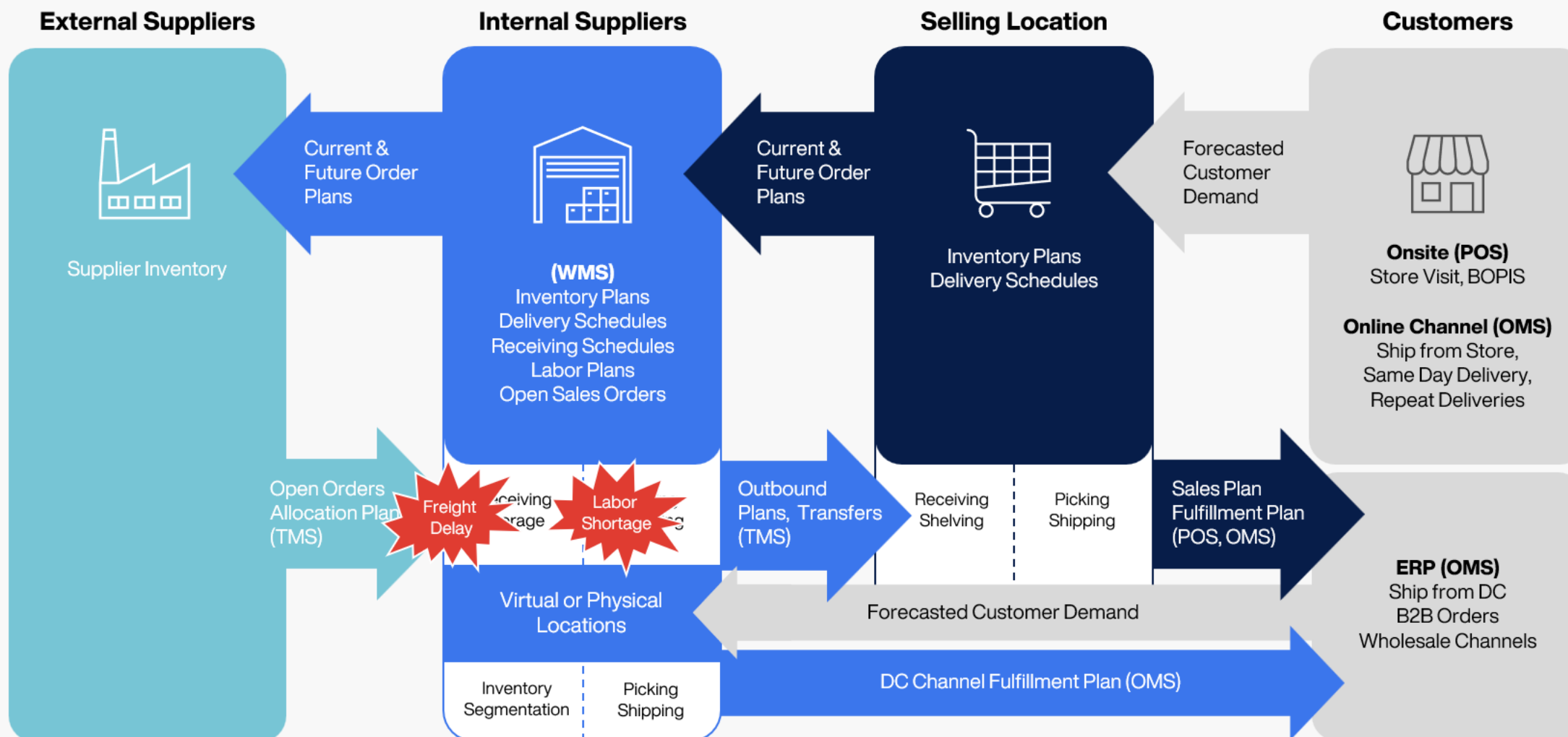


The perfect planning fallacy

“If only my forecast was better, I’d get better results” is an oversimplification of the problem.



Traditional operating paradigm



How it impacts your business

01

Connected Planning & Performance

Organizational friction and
finger pointing negatively
impacts performance

02

Warehouse and Labor Operations

Lack of direction on what to
prioritize, plus no visibility to the
downstream impacts of their
decisions

03

Opportunity Cost of Misses

You're left with excess
inventory and may be required
to discount it because your
vendor-funded sales window
has closed



A new way forward
with supply chain
anticipation

What's required to change the game



End-to-end bi-directional visibility across planning, execution and beyond



Plan explainability and **root cause** analysis



Operational feedback to fine-tune planning parameter(s)



Data access and availability, plus strategic persistence and reliability



Trend recognition of E&O to evaluate the relative impact probability and cost-to-serve



Interconnected responses where changes cascade to all effected business segments



Real-time access to execution metrics including OTP, yield, resource rates, and disruption.



Measured responses evaluate reaction over various time horizons with the appropriate prioritization and probability

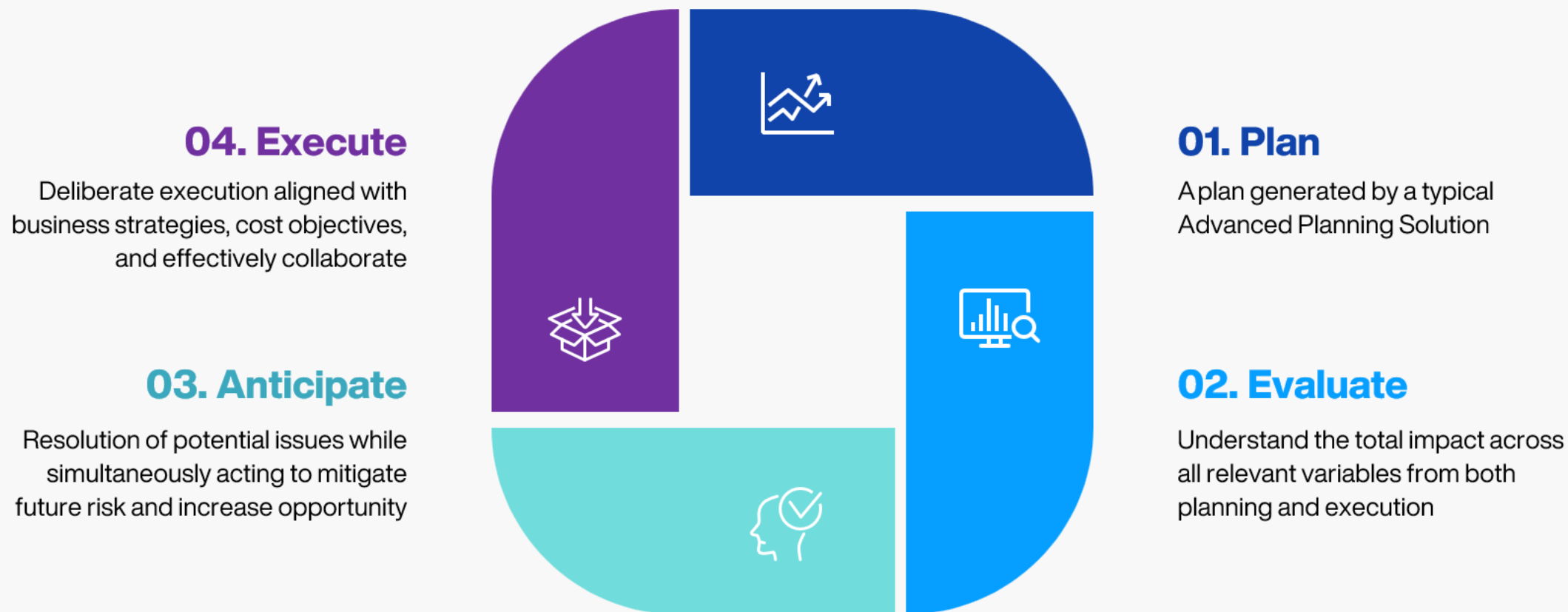


Localized Insights to leverage and train federated AI models to avoid sharing your competitive advantage



A new way forward:

Connected planning & execution



Everything, Everywhere, All at Once: The Power of Anticipatory Planning

Demand Forecasting

Predicting the quantity of products customers are going to purchase in the future.

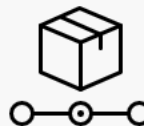


Order Management

Create a seamless customer experience across in-store and online channels, plus enhance inventory visibility and improve customer satisfaction

Allocations

Push owned inventory throughout the network to minimize cost of getting the product to the consumer by having the product at the right place at the right time



Connected Planning & Execution



Warehouse Management

Management of activities in the warehouse, from inbound receipts to outbound deliveries. Manages the flow of goods through the DC

Replenishment

Purchasing of goods into warehouses or stores. Buying the inventory from both internal and external suppliers.



Transportation

Streamline logistics and transportation process, manage shipments and reduce landed cost



How Manhattan is
addressing these
challenges



Manhattan Active[®]

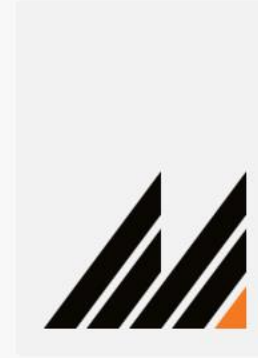
Platform

Cloud Native
Evergreen
Extensible
Secure



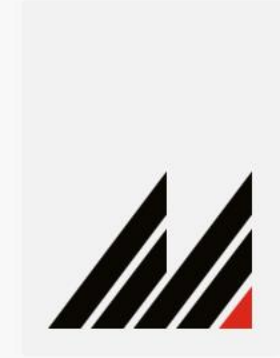
Omnichannel Commerce

- ▲ Order Management
- ▲ Point of Sale
- ▲ Store Inventory & Fulfillment
- ▲ Customer Service & Engagement



Supply Chain Execution

- ▲ Warehouse Management
- ▲ Labor Management
- ▲ Yard Management
- ▲ Transportation Management

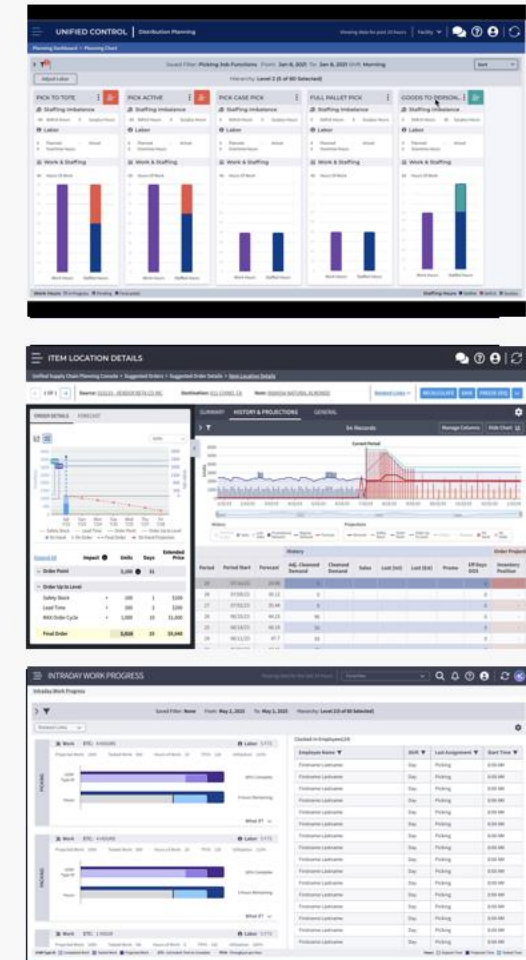


Supply Chain Planning

- ▲ Demand Forecasting
- ▲ Replenishment
- ▲ Allocation



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Q&A

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We don't just advise—we also build, implement, and do it right the first time.



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