'We want to increase our stock visibility to 99.9%'

This year, Manhattan Associates was selected by Kurt Geiger to help transform their retailing capabilities and support their growth into the future. We sat down with Giuseppe Guillot, Logistics & Systems Infrastructure Director at Kurt Geiger, to find out what progress they've made and how Manhattan have been supporting the retailer in achieving their goals.

Hi Giuseppe. Could you start by telling us a little bit about Kurt Geiger?
Of course. Kurt Geiger is a British shoe brand that opened its first store on Bond Street, London in 1963. It creates covetable fashion-forward footwear and accessories with a unique market position that pairs aspiration with accessibility. Kurt Geiger now has 70 standalone stores globally, over 200 concessions within department stores, our flagship kurtgeiger.com and the multi-brand shoeaholics.com.

Which solution have you been using and why did you choose Manhattan?
We're implementing the Omni-Channel platform which includes its Enterprise Order Management and Warehouse Management solutions. This provides us with powerful order orchestration and execution capabilities to give customers greater control of when, where and how they receive goods.

We chose Manhattan because of its vision for future omni-channel commerce enablement and its expertise in fashion retailing. Furthermore, we liked the fact that the solution is highly configurable, so can be easily customised, and is constantly evolving with new functionality added over time to meet changing businesses' needs. We are also very excited about the upcoming Manhattan Active solution which will allow continuous and seamless upgrades vs the traditional painful approach of one-offs

Customer data is seen as an asset to any retailer and in store data can be difficult to collect. How are you leveraging technology to ensure you're getting a more unified view of the customer?
For in store recognition, you need to find a way to capture two key data points: the product and the customer. We will

soon implement RFID tags which coupled with dynamic tracking technologies will enable us to capture the movements of individual products within the store. Identifying the customer can be achieved through the app or in store WiFi; by linking this data together with that from the online channel can provide a very insightful omni-channel view. We basically want to transform our physical stores into digital stores when it comes to data insight.

What are your end objectives and how is Manhattan helping to achieve these?
Firstly, we need systems that are designed for omni-channeling, enabling movement of stock seamless across channels and eliminating the need of physical segregation of inventory. Secondly, having a single platform that links the warehouse to stores and is designed to support technologies such as RFID will simplify integration and roll-out of new capabilities. Finally, having configurable product vs a framework simplifies the roll-out of new logistics flows by minimizing/eliminating IT development. Our objective is to increase the accuracy of our stock visibility to 99.9%, and Manhattan provides that omni-channel backbone to achieve it.

You'll be speaking at Manhattan Exchange 2017 in October - can you give us a teaser of what your presentation might include?
We'll be showcasing our multi-year vision on how the Manhattan's solutions coupled with technologies such as RFID will reshape and enhance our commerce platform allowing us to reach 99.9% stock accuracy and gain stronger insights on our customers by coupling data from the online and offline channels.