

zensar

Unlocking Faster ROI from Manhattan Active® WM

Executive Strategies to Reduce Implementation Risk,
Accelerate ROI, and Build Future-Ready Warehouses —
Trusted by Global Industry Leaders Worldwide

Executive Guide



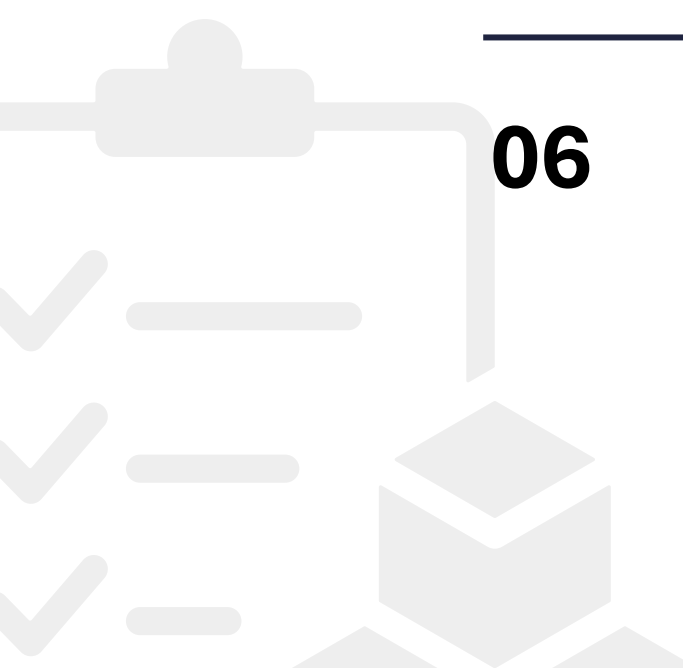
An **RPG** Company



Table of Contents



01	Executive Summary	
02	Six Critical Challenges Standing Between Warehouse Transformation and ROI	
03	How Zensar helped a leading US- based Fortune 500 apparel retailer	
04	Zensar's End-to-End Manhattan Active® WM Transformation Framework	
05	Accelerating Warehouse Transformation with AI Active Pilot	
06	Ready to Accelerate ROI from Manhattan Active® WM?	



Navigating the next phase of warehouse transformation

The global Warehouse Management System (WMS) market is projected to reach US\$ 12.1 billion by 2032, underscoring the strategic importance of warehouse operations in modern supply chains. Organizations are accelerating investments in warehouse modernization to improve fulfillment performance, increase operational visibility, and build more resilient supply chains.



As adoption of Manhattan Active® WM accelerates, organizations are investing heavily to modernize warehouse operations, improve agility, and support increasingly complex distribution networks.

Yet many transformation programs struggle to translate implementation into measurable business outcomes. The challenge is rarely the platform itself. It is the execution gaps that emerge between deployment and value realization.

This often leaves leaders asking:

- Why is ROI taking longer than expected?
- Why do integration and data challenges surface after go-live?
- Why do automation initiatives create new complexities?
- Why does visibility remain limited despite modernization efforts?
- Why do business changes still require costly customization?

The reality is simple: warehouse transformation success is defined not by the technology you deploy, but by your ability to close the execution gaps that stand between implementation and operational value.

The following section explores the six critical execution gaps that most frequently delay ROI, increase risk, and limit the full potential of a Manhattan Active® WM investment.



Six Critical Challenges Standing Between Warehouse Transformation and ROI

Warehouse leaders today face a difficult balancing act. They are under pressure to modernize operations, improve fulfillment speed, support automation initiatives, and enhance customer experience—all while controlling cost and minimizing disruption.

While modern platforms such as Manhattan Active® WM provide a strong foundation for transformation, many organizations discover that technology selection is only one part of the journey. The greater challenge lies in navigating the operational, integration, and scalability decisions that ultimately determine business outcomes.

As warehouse ecosystems become increasingly interconnected, six common challenges consistently emerge across transformation programs.

01

Selecting the Right WMS
Multiple platform options make it difficult to balance current operational needs with future scalability

02

Hosting Options
Choosing the right deployment model requires aligning business, security, performance, and IT requirements.

03

Integration Constraints & P2P Alternatives
Complex integrations can increase costs, create vendor dependencies, and limit future flexibility.

04

Reporting Challenges
Limited visibility and fragmented reporting make proactive decision-making difficult.

05

Automation Integration
only 23% of warehouses are fully integrated, with 64% operating partially connected software systems.

06

Business Agility
Vendor lock-in restricts agility and can increase legacy system costs by up to 20% annually.

Warehouse transformation demands more than technology implementation. It requires the expertise to navigate integration complexity, enable automation at scale, modernize legacy environments, and accelerate business agility. **That's why global leaders trust Zensar's deep Manhattan expertise, AI-powered delivery accelerators, and proven implementation success to transform challenges into measurable operational outcomes.**



Case Study

How Zensar helped a leading US- based Fortune 500 apparel retailer accelerated warehouse transformation with Manhattan Active® WM.

AT A GLANCE

Delivered end-to-end Manhattan Active® WM implementation, enabling a successful fulfillment center go-live for a Fortune 500 retailer.

Why They Trusted Us?

Backed by 1,000+ combined years of Manhattan WMS and warehouse automation expertise, Zensar helps enterprises accelerate warehouse transformation with confidence.



300+

Manhattan WMS subject matter experts worldwide.



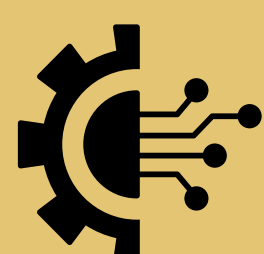
50+

successful Manhattan WMS implementations



15+

countries covered in a single, standardized global rollout of the Manhattan WM.



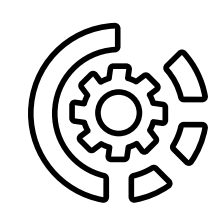
10+

large-scale WMS and WES transformations delivered end-to-end.

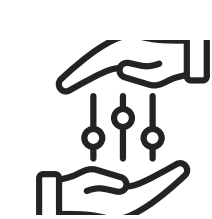
CHALLENGES

As part of a \$600M distribution center investment, the retailer needed a future-ready WMS to enable operational scale, automation integration, and efficient multi-brand fulfillment.

ZENSAR SCOPE



Configuration — Manhattan Active WM solution setup



Customization — Tailored to retailer's warehouse processes



Quality Assurance — End-to-end testing & go-live readiness



Integrations — WMS linked to automation & enterprise systems

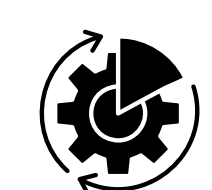
BUSINESS OUTCOME



Faster fulfillment — Orders shipped in <1 day vs 1.5–2 days



Fewer shipments — Order consolidation cuts packages & cost



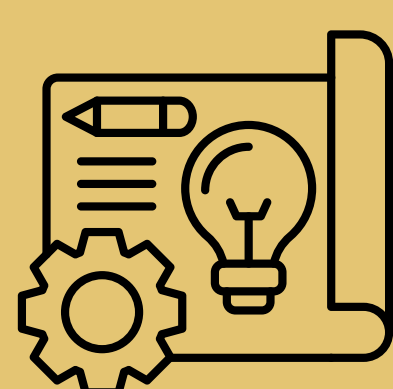
Higher capacity — More inventory; better in-stock at stores



Scalable platform — Foundation to extend to other brands

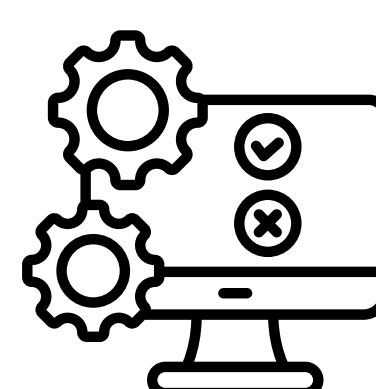
Zensar's End-to-End Manhattan Active® WM Transformation Framework

Warehouse transformations succeed when technology, operations, automation, and business outcomes move together. Zensar's proven framework brings together deep Manhattan expertise, industry accelerators, and end-to-end accountability to help organizations reduce implementation risk, accelerate adoption, and realize business value faster.



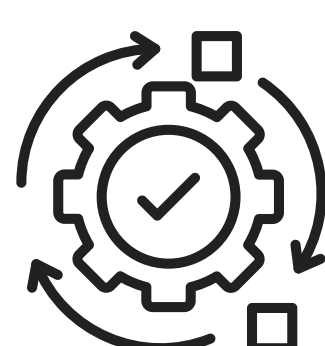
Advisory & Business Blueprinting

Define the right foundation with Manhattan WMS/WES selection, business case development, outcome-driven planning, and enterprise architecture roadmaps shaped by experience across 50+ warehouse transformation programs.



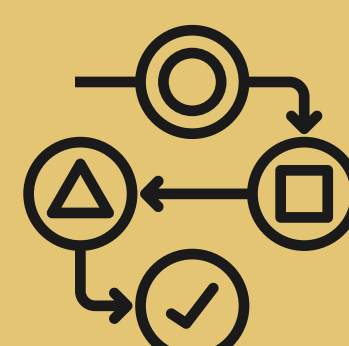
Design, Configuration & Testing

Accelerate implementation with end-to-end solution design, configuration, testing, and quality assurance services for Manhattan WMOS, SCALE, WMi, and Manhattan Active® WM environments.



Integration & Warehouse Automation

Enable seamless connectivity between Manhattan WMS, warehouse execution systems (WES), robotics, AS/RS, material handling equipment, and enterprise platforms including OMS, TMS, and ERP.



One Framework. End-to-End Accountability.

From strategy and implementation to automation, support, and optimization, Zensar helps organizations reduce risk, accelerate adoption, and unlock greater value from their Manhattan Active® WM investments



Accelerating Warehouse Transformation with AI

Active Pilot

As Product and Quality Engineering teams strive to deliver faster, they are often constrained by manual backlog management, fragmented collaboration, and growing complexity across the delivery lifecycle. These execution bottlenecks slow innovation, impact quality, and delay business outcomes.

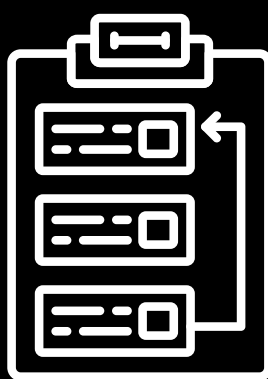
Zensar's Active Pilot addresses these challenges by embedding AI directly into day-to-day execution. Combining intelligent backlog orchestration, quality-by-design automation, and AI-powered collaboration, it helps teams reduce delivery friction, improve productivity, and accelerate time-to-value.

Agents at a Glance:

Purpose-built AI agents that automate execution, scale expertise, and accelerate outcomes across the software delivery lifecycle.



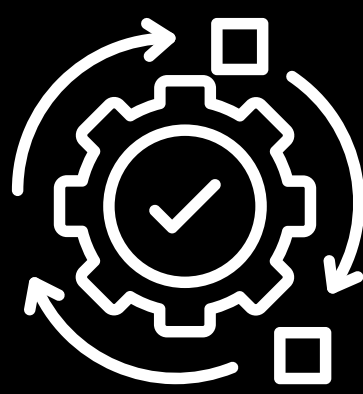
Product Advisor
Transforms ideas into actionable product requirements.



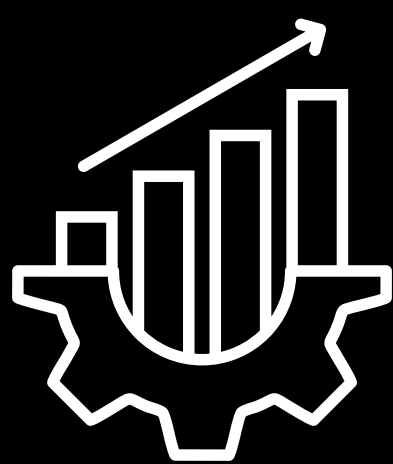
Backlog Manager
Creates, prioritizes, and refines user stories automatically.



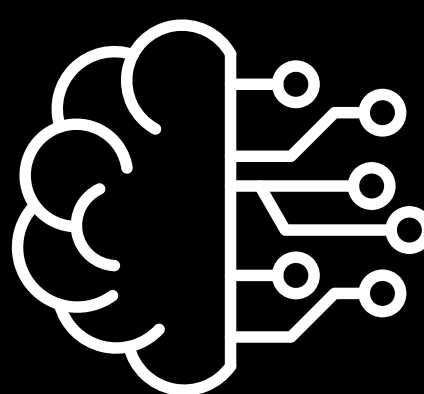
Test Case Generator
Generates comprehensive test scenarios from requirements.



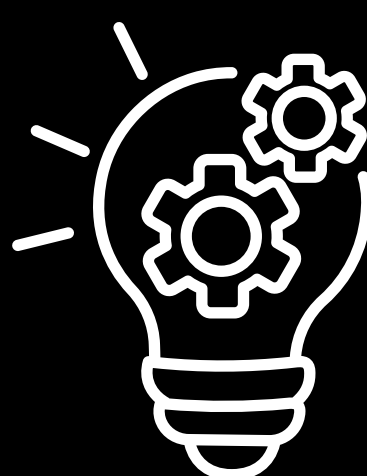
Test Automation Agent
Accelerates test creation, execution, and maintenance.



Test Optimization Agent
Improves test coverage while reducing execution effort.



RCA & Defect Intelligence
Identifies root causes and accelerates defect resolution.



Reverse Engineering Agent
Converts legacy systems and documentation into actionable insights.



Ready to Accelerate ROI from Manhattan Active® WM?



Turning Manhattan Active® WM investments into measurable business outcomes.

Zensar's proven end-to-end framework bridges the gap between implementation and value realization—combining strategy, deployment, integration, adoption, and continuous optimization under a single accountable team.

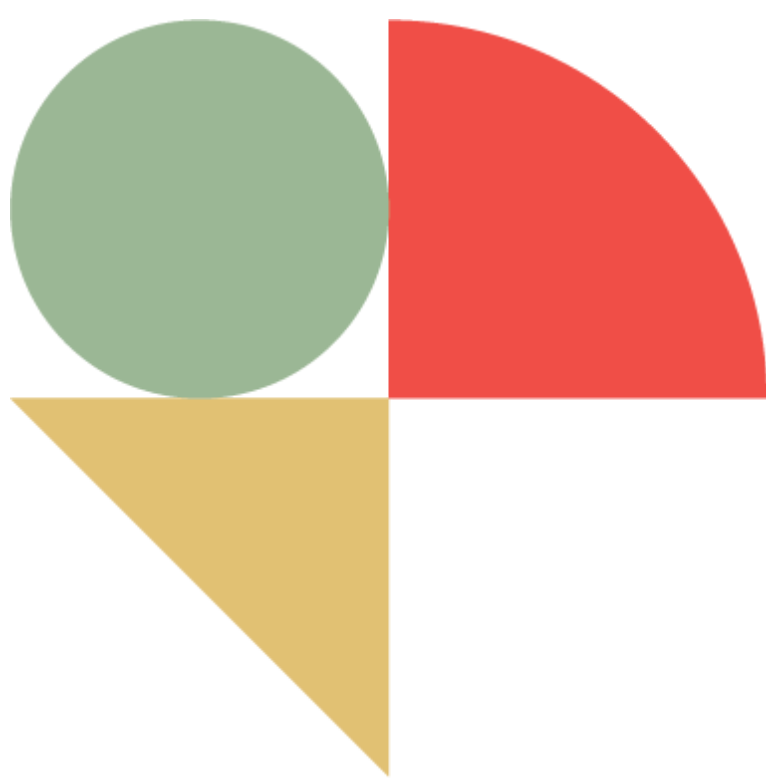
Outcomes Delivered:

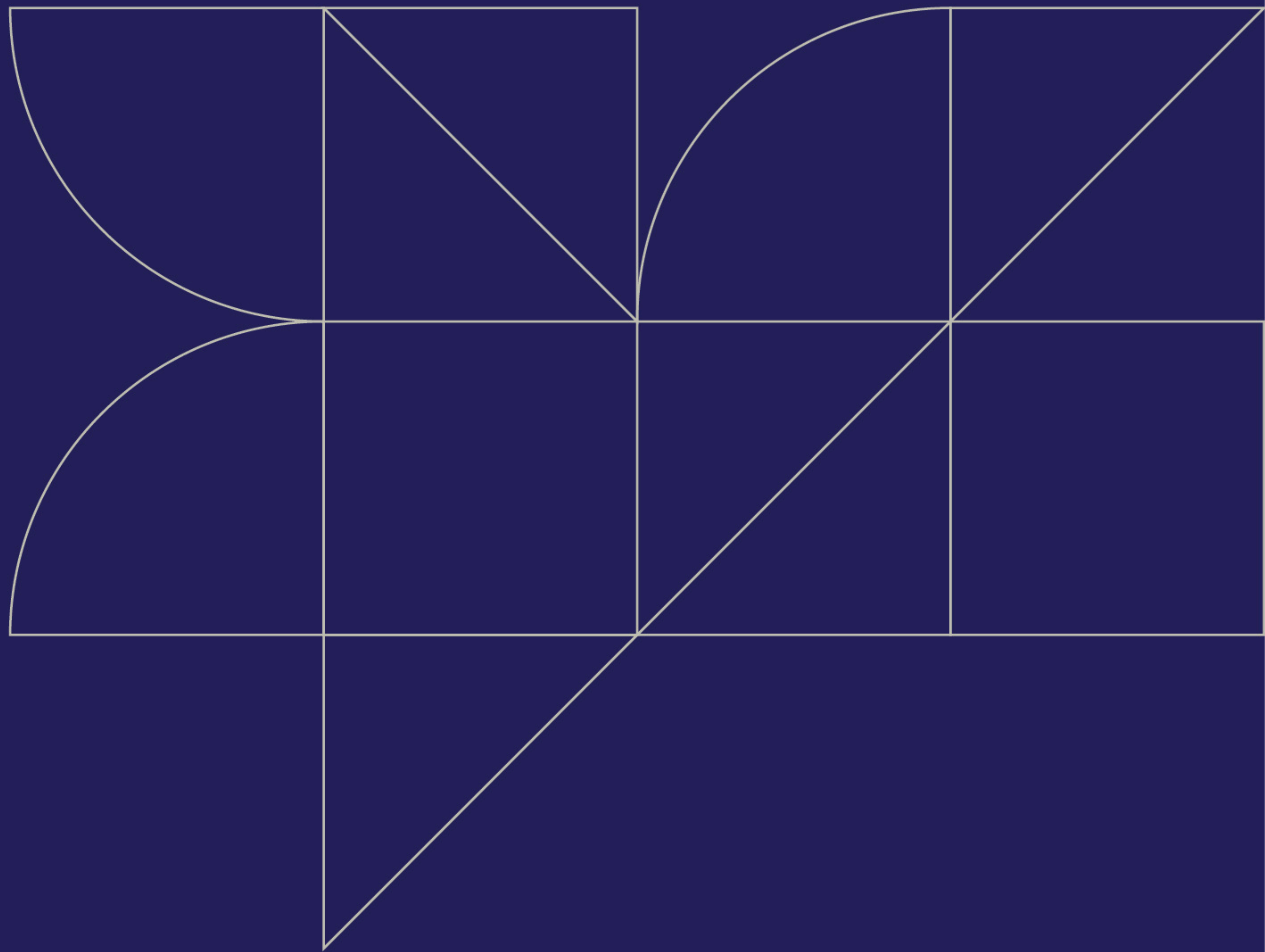
Manhattan WMS Implementation	35% Manhattan WMS Implementation
6 Months	
60% Reduction in Delayed Deliveries	40% Increase in Units Picked per Hour

Turn your Manhattan Active® WM vision into measurable business results. Partner with Zensar to accelerate implementation, drive operational excellence, and unlock faster ROI.

Schedule a consultation with our Manhattan Active® WM experts.

Less risk. Faster outcomes. Greater business impact.





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An  **RPG** Company

At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145+ leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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