

Case Study

Warehouse Management,  
Demand Planning, Supply  
Planning and Replenishment,  
Space & Floor Planning, Cloud



# HERBL Reduces Operating Expenses by 20% with Blue Yonder

## 20%

reduction in  
operating expenses

## 15%

improvement  
in productivity

## 4 Months

Time go-live achieved  
during COVID-19  
pandemic

### Meeting skyrocketing demand, profitably and efficiently:

“HERBL was challenged to manage explosive consumer demand growth that was putting a significant strain on our supply chain and our people. Supported by AI and ML, Blue Yonder solutions help us serve demand while making optimal decisions that protect profit margins. Because we can accurately visualize demand and strategically choose the best way to meet it, we’ve been able to reduce operating expenses by 20%.” — **Chief Information Officer**

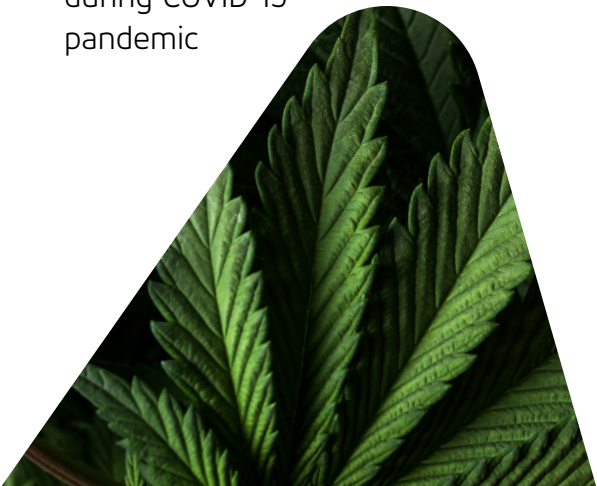
Founded in 2016, HERBL Solutions is California’s largest cannabis distributor and supply chain solutions company, servicing more than 850 storefront and non-storefront retail licensees.

### Business challenge:

HERBL has experienced incredibly rapid growth as demand for cannabis products has exploded. The company grew from \$20 million in revenues to \$200 million in just three years. HERBL was challenged to profitably serve this growing demand, while also meeting strict regulatory requirements and supporting its retail partners.

### The Blue Yonder solution:

HERBL partnered with Blue Yonder to implement a suite of artificial intelligence/machine learning (AI/ML) enabled Luminate solutions. These solutions increase demand visibility, support fact-based decision making, and enable HERBL to execute more profitably and more efficiently.





### **End-to-end traceability meets regulatory requirements and drives efficiency:**

“The cannabis industry is strictly regulated, which places huge pressures on all our supply chain processes. By implementing Blue Yonder solutions across our end-to-end operations, HERBL can easily meet regulatory requirements. Blue Yonder supports the level of visibility and transparency we need to track and trace all our products in real-time. By monitoring and controlling all our processes, we’ve also increased productivity by 15%.”

### **SaaS deployment produces real results in just 4 months:**

“By choosing a SaaS deployment of multiple Blue Yonder solutions, HERBL was able to go live in just four months during the COVID-19 pandemic. The SaaS deployment was critical because it allows for rapid, rapid implementation at a controlled cost. The cloud model also gives us unlimited options in adding new Blue Yonder capabilities seamlessly in the future.”

### **Supporting better retailer outcomes via category management:**

“Space and floor planning solutions from Blue Yonder help HERBL act as a strategic partner to our retail customers. Based on sales data, market projections and advanced analytics, we can increase the effectiveness of retailer displays and assortments, leading to higher revenues — which benefits both our businesses.”

### **Solution benefits:**

- The solutions applied by HERBL are part of Blue Yonder’s Luminate Platform, which provides synchronized business planning, execution, delivery and labor solutions — optimizing customers’ supply chains and people from end-to-end.
- Blue Yonder solutions leverage industry-leading AI capabilities to help customers better predict disruptions across the supply chain. They increase customers’ ability to make profitable decisions, even in volatile conditions.
- Working in concert, Blue Yonder’s warehouse management solution enables HERBL to visualize the entire supply chain in real-time, supporting a sophisticated track-and-trace capability from the moment product arrives in a warehouse to the moment it’s delivered to a retailer.

### **Blue Yonder’s expertise:**

“Our mission at HERBL is to bring outstanding people, processes and a Tier One technology stack together to create a powerful supply chain never before seen in the cannabis space. We’re building the foundation for a skyscraper, not a house. We made the decision early to partner with Blue Yonder because it’s an industry-leading commercial software provider with strong cloud capabilities. Blue Yonder is proven to work at scale.” — **Chief Information Officer**

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