



Unlock the Hidden Value in your Supply Chain

From Siloed Integration to Synchronous Orchestration

 **BlueYonder**

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Retailers and their Supply Chains are Being Pushed to the Limits

Retailers have always tried to anticipate how external forces will affect their sales, increase costs and erode their bottom line. They have built and deployed a patchwork of specialist applications across the enterprise to anticipate and mitigate challenges as they arise. Now the stakes are even higher. The pace, scale and impact of today's external forces are difficult to predict and impossible to avoid.

Retail CEOs know they have to transform their supply chains to respond, survive and thrive.

The typical response has been to transition bulky, dated legacy systems to more agile, best-of-breed point solutions, often in the cloud. While point solutions offer targeted fixes to very specific problems, they're not without their challenges. Often developed in isolation, stand-alone solutions require continuous integration efforts to address incompatibilities that arise over time—creating an ongoing balancing act between solving immediate issues and ensuring long-term system cohesion.

Giving each functional silo its own isolated point solution exacerbates communication and collaboration problems already baked into most supply chains. Multiple point solutions driven by batches and data transform fragment the data landscape—hindering the flow of insights and impeding operational efficiency. As the number of individual solutions required to handle key functions climbs, so do cost and complexity.





The Stakes Are Higher Than Ever

Supply chains today working but in a very manual and siloed way.

It takes a lot of brute force and heroism on the part of planners, category managers, replenishment and allocation teams, pricing specialists as well as those on the front line in stores, warehouses and transportation teams.

Supply chains are working but not as well as well as they could in the face of continuing disruption.


- Political unrest
- Economic fluctuations
- Technological disruptions
- Environmental factors
- Consumer behavior shifts
- Natural disasters
- Pandemics and health crises
- Legal and regulatory changes
- Talent shortages
- Geopolitical tensions





The Logic & Limits of Silos

In retail supply chains, specialized departments are key for handling the many complex moving parts of the market and to scale operations effectively. However, these departments tend to turn into silos — **isolated units with little to no cross-departmental interaction and unique data sets** — blocking the flow of information, leading to inefficiencies and a lack of agility in responding to market changes. And the challenge goes far beyond data access.



Siloed supply chain architectures obstruct the free exchange of information, diminishing the organization's agility to navigate market changes

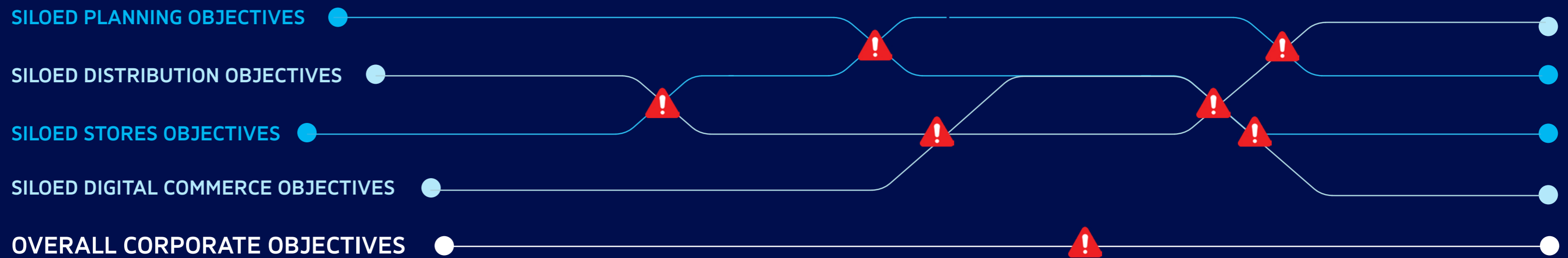
40% *Of data analysts' time is spent dealing with data quality*



Internal conflicts can weaken your supply chain even more than siloed data.

In a siloed supply chain, departments' individual goals can inadvertently work against each other. While the CEO may set a unified direction, each department's performance is often measured against its own set of key performance indicators, leading to daily operational clashes. For example, the supply chain department might increase inventory to boost product availability, but this can conflict with a merchandiser's aim to protect profit margins. Similarly, logistics may want to reduce costs, which could compromise the customer experience.

Sharing data is a positive step, but the larger challenge is aligning departmental objectives to ensure they work together to support your overarching goals. Integrated architecture supporting existing functional silos is not an orchestrated ecosystem. Isolated solutions, data, people and outdated thinking are holding the retail supply chain back. **It's time for a new approach—a synchronized and orchestrated portfolio platform harnessing shared data and powered by predictive and generative AI.**



Driven by individual objectives, Silos lead to operational clashes, impeding effectiveness.

A Modern Supply Chain Requires a Modern Approach

Don't Just Automate the Systems - Automate the Collaboration

Elevating supply chain management beyond mere integration, our advanced orchestration solution enables you to predict, understand, and respond to shoppers in dynamic new ways across the supply chain. By fostering deep coordination and streamlined management, it facilitates interconnected teams to work in concert, boosting supply chain efficacy through automated workflows and real-time, proactive decision-making.

The Blue Yonder Platform represents a strategic evolution from legacy systems hampered by limited visibility and agility.

Powered by AI, it creates a synchronized environment that fosters seamless communication across different areas, centralizes data in the cloud, and delivers high-value insights. By dismantling old barriers, the Blue Yonder Platform ensures continuous data exchange and informed decision-making, aligning departmental goals with your broader business objectives—reducing duplicate work and resolving conflicts.

By unlocking hidden value buried within the limitations of outdated, segmented systems, our solution positions your organization to adjust nimbly to shifts in the marketplace and gain a real competitive edge.



Unlock greater value by synchronizing end-to-end capabilities

Unified view of demand and constraints with real-time, shared data

- ✓ Planning coordination across every channel
- ✓ Synchronized, constraint-aware workflows
- ✓ Improved processes with AI/ML
- ✓ Proactive and dynamic decisionmaking
- ✓ End-to-end over multiple horizons
- ✓ Support for short- and long lifecycle products



Synchronous Orchestration with the Blue Yonder Platform

Connecting Planning to Execution

One of the organization-transforming impacts of the **Blue Yonder Platform** is the powerful shift in focus it enables. Your teams will have the tools, data and AI insights to look beyond the limits of KPI-focused processes to achieve outcomes that boost your bottom line—better plans, happier customers, smoother logistics. The Blue Yonder Platform enables your entire organization to align around the four pillars of orchestrated planning and execution.

- **Accelerating plans** to align more fully with shoppers
- **Supercharging fulfillment** for speed and efficiency
- **Amplifying experiences** to drive sales and satisfaction
- **Strengthening trust** that builds relationships

Instead of being handled in patched-together point solutions, these key capabilities are aligned and synchronized in an organic ecosystem from a single trusted vendor.

Instead of additive results, you multiple the value through orchestration.





Blue Yonder Enables End-to-End Strategic Thinking

The Blue Yonder Platform expedites planning and optimizes fulfillment, enabling businesses to concentrate on:

- **Amplifying Experiences**
Create engaging interactions that boost sales and satisfaction while driving waste down.
- **Strengthening Trust**
Unite people and technology to serve your customers faster and more efficiently.





Accelerating Plans

Power up your supply chain with AI-enabled merchandising and planning that keeps you ahead of business needs.

- **Avoid planning silos** with a single dynamic AI-optimized plan, built around shopper demand and aware of supply chain constraints.
- **Stay ahead** with real-time event triggers, while shaping demand through assortment and price.

• Supercharging Fulfillment

• Amplifying Experiences

• Strengthening Trust

Financial Planning

Allocation & Replenishment

- Supplier Orders
- Replenishment
- Capacity Smoothing
- Allocation



Assortment

Clustering & Size Scaling



Allocation

Demand Planning

- Demand Forecasting
- Consensus Planning
- Scenario Planning



Pricing

Lifecycle Pricing

- Clearance Pricing
- Fresh Markdown
- Promo Optimization



Connected capabilities multiply value through orchestration

Accelerating Plans

Supercharging Fulfillment

Power up your supply chain by uniting people and technology to serve your customers faster and more efficiently.

- Intelligently optimize from first to last mile.
- Improve resilience through visibility and orchestration.
- Reduce cost - to and cash-to-serve by seamlessly orchestrating human and robotic resources.

Amplifying Experiences

Strengthening Trust

Transportation

Transportation Management

- Modeling
- Load Building
- Fleet Dispatch
- Procurement



Warehousing

Warehouse Management

- Warehouse Management System

Yard Management



Resourcing

Unified Resource Management

- Warehouse Execution System
- Workload Management
- Robotics Hub



= *Connected capabilities multiply value through orchestration*

Accelerating Plans

Supercharging Fulfillment

Amplifying Experiences

Power up your supply chain with engaging interactions that boost sales and satisfaction while driving waste down.

- **Engage shoppers** with localized assortment and available inventory supported by knowledgeable staff.
- **Offer employees a say in their work preferences** while using edge technology to resolve labor shortages.

Strengthening Trust

Financial Planning

Demand Planning

- Demand Forecasting
- Consensus Planning
- Scenario Planning



Assortment

Allocation & Replenishment



Allocation

Category Management

- Assortment Management
- Assortment Optimization
- Space Planning
- Floor Planning



Pricing

Merchandise Edge (camera vision)

- Planogram Compliance
- Stock Detection
- Store Execution



Connected capabilities multiply value through orchestration

- Accelerating Plans
- Supercharging Fulfillment
- Amplifying Experiences

● Strengthening Trust

Power up your supply chain by uniting people and technology to serve your customers faster and more efficiently.

- **Connect customers**, inventory, and fulfillment across all channels all the time.
- **Empower customers** and employees with confidence and choice
- **Predict and optimize** omni-channel fulfillment.

Inventory

- Inventory and Availability
- Promise Optimization
- Sourcing Simulator
- Commerce ML: (Dynamic Safety Stock, Markdown/ Stockout Prediction, ADD)
- Order Services



Orders

- Commerce Insights & Actions
- Analyst Workbench



Fulfillment

Category Omni-channel Fulfillment (AFW)
Fulfillment Forecasting



Returns

Returns/Doddle
Intelligent Rebalancer
Workforce Management



☰ *Connected capabilities multiply value through orchestration*

Experience exponential potential with the **Blue Yonder Platform**

Change your business trajectory, eliminate constraints and orchestrate your supply chain from planning to execution with a single, comprehensive partner to drive bigger, faster, and more sustainable ROI. Getting started is easy. Because the Blue Yonder Platform is effortlessly extensible, you can begin with what you need today and add capabilities easily tomorrow.

