

Assortment Management for Grocery, Drug, & Hardlines



Accelerate your ROI with assortment management

It takes a solid category strategy to drive sales growth. With product introductions constantly hitting the market, it's extremely challenging to satisfy and retain shoppers with an ideal mix of new products, best sellers and private labels on limited shelf space. And the ultimate challenge is securing maximum market share with fewer stock-outs and wider profit margins. To satisfy customers and drive profits, companies need to quickly and easily employ proven methodologies that optimize category assortment and space decisions.

Blue Yonder's SaaS-based assortment management capabilities allow you to bridge the gap between strategic planning and the shelf edge. Keep your long-term goals on target with the flexible, easy-to-use visualization, tracking and reporting capabilities that enable in-depth category analysis. Its powerful graphics engine presents analytic elements in tabular and graphic formats, greatly enhancing the decision-making process. The result is that you can better monitor category productivity for tangible volume and consumption growth.

Why go it alone? Rely on Blue Yonder, the industry leader

Consistently one step ahead of the competition, Blue Yonder offers a progressive, well-rounded set of capabilities that look toward the future of business. With

Real results

Reduced inventory up to

4%

Reduced expenses up to

30%

improved labor efficiency up to

50%

the end-user experience at the forefront of design, we provide leading-edge support that is unmatched, and companies that rely on us realize results.

Whether your goal is driving traffic, sales or market share, Blue Yonder helps you and your trading partners share research and collaborate on winning strategies that address everyone's category goals. By jointly addressing such essential questions as who shops the retailer or category, and how the category's and retailer's targets are aligned, the application supports objective analysis that leads to optimal master assortment lists.

With business moving at lightning speed, it's critical that any set of capabilities adopted by your business be efficient. Assortment management is a feature-rich set of capabilities that allows for process streamlining. Using this robust set of capabilities, you can create a reusable process to save you time. Assortment management allows you to collect, import and transform appropriate POS, planogram, syndicated and market data from multiple sources into viable formulas that suit your business needs, you can simply refresh your data and reuse the saved process in subsequent reviews. You can flexibly ensure that key performance indicators (KPIs) and resulting imported data are based on your defined needs. By capturing and analyzing accurate, timely information, you'll confirm that your market cluster and store-specific shelf sets include the ideal product mix that meets customer demand while increasing category sales.

Assortment management capabilities within easy reach

For a flexible set of capabilities with a modern user interface that supports your category and assortment management initiatives, look no further. Our strategic, data-based capabilities are the market's only option that delivers true space awareness and unmatched flexibility to meet a wide variety of business scenarios at any level of product hierarchies. Using the latest point-of-sale (POS), market and consumer demographic data, the application produces cluster and channel-level

assortments with space-aware capabilities so you and your trading partners can streamline category analysis and decision making.

Blue Yonder's SaaS-based assortment management helps you examine a wide range of products using comprehensive validation methodologies. By determining the optimal product coverage for each market cluster, you'll increase penetration, sales and profits while reducing shrink and operating costs.

Using a unique combined performance index, you can also run analysis against one or more data sets to compare item performance to a category or other items within a segment. This determines whether your category objectives are successfully optimizing your deployment and return on shelf space, inventory and customer traffic. The application even enables you to manage the category by exception, by setting tactics that reflect real-world business rules to spot lost opportunities and further drive sales.

Blue Yonder understands the benefits of knowing how your local shoppers make decisions and that this significantly empowers you to offer compelling assortments. You can't offer every product, so it's important to know which products are or are not substitutable to your shoppers. The demand transferability capabilities give planners the ability to prioritize product inclusion by identifying the impact to the shopping experience and sales performance.

What other set of SaaS-based capabilities allow for such swift integration with multiple types of data to optimize processes? With clear communication capabilities, plus seamless collaboration capabilities throughout the organization and key partners, assortment management is the answer. With Blue Yonder, you can build, create and yield tangible results.

Spur on success with the ability to repeatedly refresh and measure your data and strategize, thus enabling teams to adjust plans and tactics on the fly. With data-driven insights like these guiding the decision-making process, success is assured.



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