

Inventory Availability and Omni-Channel Fulfillment

Reimagine Omni-Channel fulfillment to deliver personalized experiences to consumers through dynamic commerce

Business context

The COVID pandemic has accelerated the shift to ecommerce more than ever. And with this shift in buying habits, more retailers have increased their ecommerce footprint to deliver delightful and personalized experiences to consumers. In fact, many organizations have doubled, tripled and even quadrupled the amount of e-commerce business they do, achieving five-year plans in a matter of months. But this shift isn't without its challenges. Consumers today expect personalized experiences that deliver the right product, through the right channel, with convenience and speed at the heart of the engagement.

Solution

Blue Yonder has reimagined personalized consumer experiences by enabling retailers to bring fulfillment transparency directly to consumers. As fulfillment strategies evolve, retailers can take advantage of the speed and convenience they deliver to customers in real time.

With Blue Yonder's unified inventory availability and omni-channel fulfillment intelligence capabilities, retailers can present real-time inventory to consumers across their network and determine how and when orders can be effectively fulfilled based on cost, location, and transit times. Retailers can also now make real-time sourcing and order promising decisions that deliver accurate, reliable, and personalized ecommerce experiences while increasing operational accuracy. Fulfillment transparency increases orders, customer acquisitions, and conversion rates, and reduces cart abandonment and customer service calls. Blue Yonder inventory availability and omni-channel fulfillment capabilities ensure that retailers can successfully deliver personalized experiences to consumers and drive unprecedented ecommerce growth.

Real results*

>5%

gains in ecommerce revenues

4 months

from inception to full deployment
across 1,500 stores

Benefits

Real-time inventory availability with built-in protection - Accurate and reliable inventory commitments to consumers across every channel in real-time.

Increased revenue - Deliver accurate in-stock/out of stock, shop my local store, and product quantity data to consumers to drive conversion rates, minimize shopping cart abandonment rates, and increase revenue.

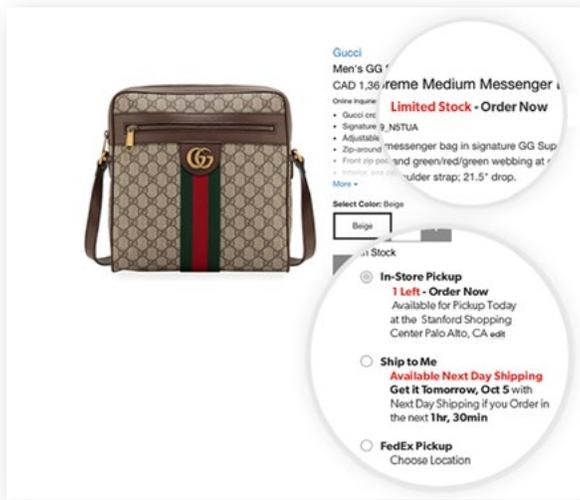
Omni-channel fulfillment - Delight customers by delivering the right product, at the right time, wherever they want it.

Reimagined and personalized consumer experiences - Deliver personalized experiences based on customer preferences.

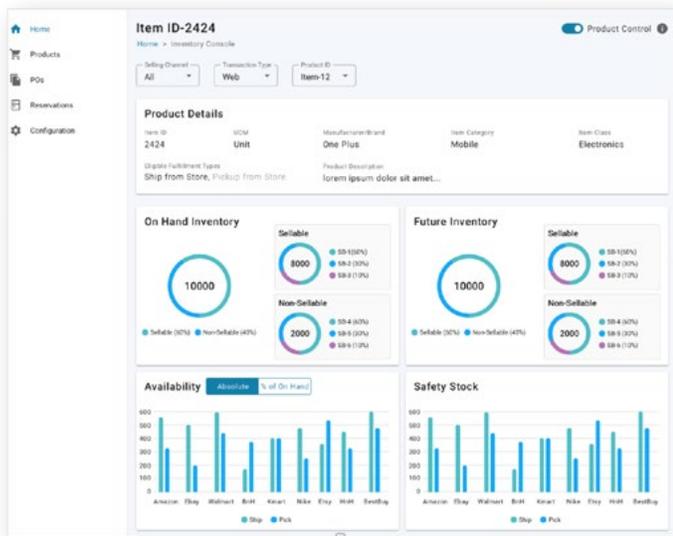
Profitable order optimization - Optimize the cost to fulfill, taking into account location, cost of merchandise, product selection, profitability, transportation, and supply chain costs.

[*Petco Case Study, Sept 2020](#)

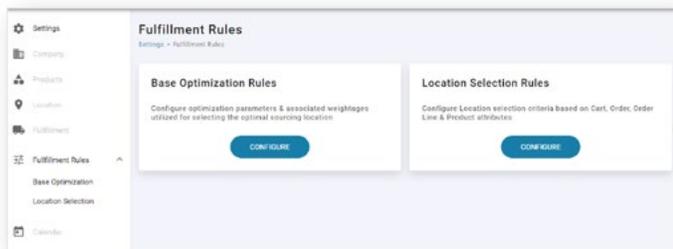
Provide real-time inventory, urgency messaging and accurate commitments to consumers.



View real-time inventory dashboards to prevent under and over-selling.



Set granular fulfillment rules to optimize the cost to fulfill orders.



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Key capabilities

Single view of inventory availability

- Accurate, real-time inventory availability during the shopping process at a location and enterprise level.
- A single source of truth for inventory availability that enables consumers to locate and reserve products for purchase.
- Inventory can be tracked at a serialized/RFID and location/zone level.

Reservations and inventory protection

- Merchandise reservations ensure that once an item is added to the shopping cart, it is available at check out.
- Dynamic safety stock and protection levers maximize inventory exposure and deliver accurate inventory promises.

Omnichannel fulfillment

- Optimized enterprise order fulfillment options such as ship to/from store, buy online pick up in-store (BOPUS), and last-mile delivery options drive consumers from click to commit.
- Uses Real-time inventory data to determine how and when to fulfill product.
- A single optimization engine drives pre and post buying options and commitments
 - Pre-sourcing provides shipping options and delivery dates early in the order process increasing click through rates.
 - Post-sourcing ensures that retailers can profitably fulfill on commitments.

Digital transformation is at your fingertips

To learn more, visit blueyonder.com



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