🛒 Luminate Commerce

Luminate Assortment

Increase customer satisfaction and maximize profitable sales with the right product mix at the right time at the right location

Business context

Today's consumers expect relevant, engaging and convenient shopping experiences. To meet this need, retailers must ensure the right items are in-stock and available, whether customers choose in-store shopping or digital options. This means product assortments must be individualized based on local preferences and buying behaviors and available in any channel. For retailers to grow profitably and stand out from the competition, they must take a customer-centric approach to inventory.

Fashion and Softline retailers are also challenged with the seasonality of what they sell and getting the right inventory mix to meet peak demand without excessive markdowns during clearance. Spreadsheets and traditional assortment management tools aren't enough to do this well. Difficulty in accurately projecting sales means planners are often left looking backwards to predict the future. Getting projections wrong leads to lost sales when stock runs out, or lower margins when markdowns grow. Every penny counts in today's retail climate, so without the right insights, retailers suffer.

Solution

Luminate™ Assortment harnesses the power of artificial intelligence (AI) and machine learning (ML) to empower buyers to create the right assortments aligned to shopper preference. Purpose-built for Softline retailing, it's designed to keep up with today's always-on retail environment, wide fluctuations in demand and finding the right balance between new fashion and continuity items. Intuitive workflows lead buyers through the process of assortment management — defining a strategy, deciding what to buy and where to buy it, how much to buy and how much to send to stores and other locations, like micro-fulfillment centers and outlets. The modern user interface is infused with qualitative and quantitative insights and recommendations that drive better decisions and streamline productivity.

Key features

- **Guided assortment strategy:** Build an assortment framework and strategy by leveraging historical insights, AI/ML recommendations and user initiatives.

- **Predictive scoring:** Leverage product attributes to reveal customer preferences and guide in product selection and ranging decisions.

- **Customer-centric:** Build localized assortments based on ML-driven insights of potential customer affinity help minimize clearance markdowns and improve ustomer satisfaction.

- **Projected sales:** Construct informed assortment changes and predict new item rates of sale (ROS) with data science that leverages key influencing factors such as like item history and seasonality.

- **Reconciliation:** Align financial plans, assortment plans and customer preference at aggregated levels to ensure execution is closely aligned with strategy.

It's easy to build customer-centric assortments with tools that evaluate localized preferences and buying behavior drivers. ML algorithms help maximize sales by modeling which products work together and by looking at demand at the cluster and individual store level, taking into consideration the digital demand of inventory needed for each site. Buyers can visually see what a complete assortment looks like for the whole season from customers' eyes to ensure optimal shopping experiences.

Built on a SaaS-native infrastructure, Luminate™ Assortment helps retailers achieve fast time-to-value with intuitive user interfaces that boost productivity right out the gate. Buyers build assortments based on the predefined financial plan to ensure alignment between strategy and execution. And with integration to downstream systems, users can collaborate with allocators on correct store distributions throughout the season.

Capability offerings

Business synchronization

Synchronize financial planning, business strategy, item assortments and demand forecasts into smarter allocation and replenishment processes, connected from end-to-end.

Actionable insights

Harness the power of AI and ML to deliver strategic insights based on all available data to build the right assortments, enabling faster and more accurate business decisions.

Open platform for collaboration

Assortment management is part of Blue Yonder's Luminate™ Commerce, which leverages ecosystem-wide datasets and real-time visibility to create a responsive and customer-centric supply chain.

Digital transformation

Accelerate digital transformation with Blue Yonder's agile SaaS approach, which allows for shorter deployment cycles to achieve faster time to value.

Agile and open

Leverage the open architecture to enable seamless future adoption of complementary capabilities in order to quickly respond to market changes. Automatic upgrades ensure the newest features are always available, delivering ongoing value and increasing return on investment.

Visual and Intuitive User Experience

Engage users with a compelling, next-gen UX design that enables assortment visualization with many elements such as time-phased views, images and graphs where relevant.

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Key benefits

- **Right Inventory:** Maximize return on inventory investment by ensuring the right items are in-stock at the right locations to meet demand without overstock.

- **Productivity:** Significantly increase a buyer's efficiency and effectiveness with tools that proactively builds optimal assortment plans to minimize manual efforts and focus attention on exceptions.

- **Accuracy:** Make the most of available qualitative and quantitative data with advanced data science algorithms to give buyers actionable insights to make better decisions.

- **Increase Revenue:** Increase inventory turns and lower the risk of out-of-stocks and markdowns with advanced assortment planning to achieve overall higher margins.

Digital transformation is at your fingertips

To learn more, visit blueyonder.com

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