

# Cognitive Demand Planning

## A New Approach to Demand Planning

### Business Context

Uncertainty and constant disruption have become the “new normal” for businesses, yet legacy processes and technology restrict a business from delivering its full potential. Supply chains can no longer be exclusively driven by revenue, annual planning cycles and antiquated performance metrics, but must now factor in employee experience and retention, sustainability objectives, and more. The next evolution requires rethinking current demand planning processes and technology to improve forecast accuracy, uplevel planners, and optimize supply chain performance, resulting in improved speed, agility, customer experience, cost and cash to serve, resilience, efficiency, and sustainability.

### The Blue Yonder Solution

Cognitive Demand Planning is a cloud-native, microservices-based SaaS solution for demand forecasting and planning. It brings together Blue Yonder’s market-leading planning technology and IP with the latest cloud technology from Microsoft and Snowflake to deliver higher plan accuracy, more relevant AI-driven insights, and a better planner experience, leading to increased revenue, higher profitability, and more savings through inventory and waste reduction across the supply chain.

### Solutions Offerings

- Demand Forecasting**  
 Leverage patented Blue Yonder algorithms and productized ML models to generate highly accurate and reliable demand forecast.
- Demand Sensing & Shaping**  
 Complement planning capabilities through real-time simulation of influencing factors in ML models, leveraging out-of-box list of industry and market specific causals.
- Collaborative Consensus Planning**  
 Collate inputs from all key stakeholders across sales, marketing, finance, and operations, leveraging multi-dimensional analysis and planning, to improve visibility and collaboration, resulting in an optimized demand plan.

### Measurable Impact\*

#### Higher Growth

2%

increase in revenue

1.5%

increase in gross margin

#### More Savings

50%

reduction in cost & expenses

30%

increase in savings through one time inventory reduction

#### Better Performance

75%

improvement in planner efficiency

12%

improvement in forecast accuracy

\*Maximum impact, actual results may vary by implementation

## Solutions Capabilities

Cognitive Demand Planning offers unique capabilities:



**Autonomous Mix & Match:** Leverage the best combination of statistical methods, market-leading AI, and ML algorithms to develop highly accurate demand forecast.



**AI-Driven Feature Engineering:** Accelerate time to value, speed up decision-making and optimize forecast accuracy with deep meta learning — ML algorithms that continuously learn and determine how to best combine demand factors from all available data.



**Real-Time Simulation:** Simulate demand drivers in real-time and make informed decisions faster with actionable insights to support explainability. Super charge forecast adaptability through rapid configuration of external data feeds and influencing factors.



**Supply Chain Data Cloud:** Get all the real-world and business data you need in a unified, single semantic data model, and integrate all planning processes to make the most informed decisions — with speed and scale.



**Unified User Experience:** Simplify integration, collaboration, and reporting across multiple supply chain planning functions with a single service architecture, unified data model, unified UI, and unified in-memory cube.



**AI-Guided Support:** Uplevel team performance and unlock capacity to do more, faster with automation of routine tasks to free up time for complex problem-solving and faster decision making.



**Extensible ML:** Enhance solution capabilities by extending Blue Yonder's productized ML and by deploying custom ML supported by Blue Yonder's ML Studio and Life Cycle Management that provides enterprise scale and security.

## Key benefits

- **Build supply chain resilience**

Collate risk and opportunities from across the enterprise into a unified planning process, leveraging integrated collaboration and scenario planning.

- **Manage complexity and boost accuracy**

Combine the best output from statistical forecasting, Blue Yonder patented ML, deep meta learning algorithms and custom ML to deliver higher forecast accuracy.

- **Respond faster**

Compress the planning cycle to minutes and empower planners to drive strategy and respond in the moment, not on a fixed schedule.

- **Create and deploy customized and extended solutions**

Build, test and confidently deploy customized and extended ML models, workflows, personalized UX, and business logic at production scale with minimal effort.

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## Digital transformation is at your fingertips

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