

# 5 Steps to a Smarter Fresh Supply Chain

1

## Deploy an AI driven platform built around the customer

Not just any AI, Blue Yonder AI. Our self-learning AI forecast engine identifies the signals within your data to understand why customer demand fluctuates, as well as the probability of high and low demand at the store-item level. Coupled with a granular price elasticity measurement, you have the capabilities to ensure short code items are cleared efficiently and profitably.



Demand Planner

2

## Automate orders using strategies to manage volatility

Balance competing goals such as waste, availability, freshness and cost to serve to optimize inventory across channels. Maintain control using plain language rather than parameters like safety stock or re-order rules.



Inventory Planner

3

## Constrain orders to available supply

Automatically adjust store orders to available supply, ensuring that your category strategy is consistently applied. Help improve DC efficiency by avoiding ad hoc re-calculations to store orders when inventory is lower or higher than desired.

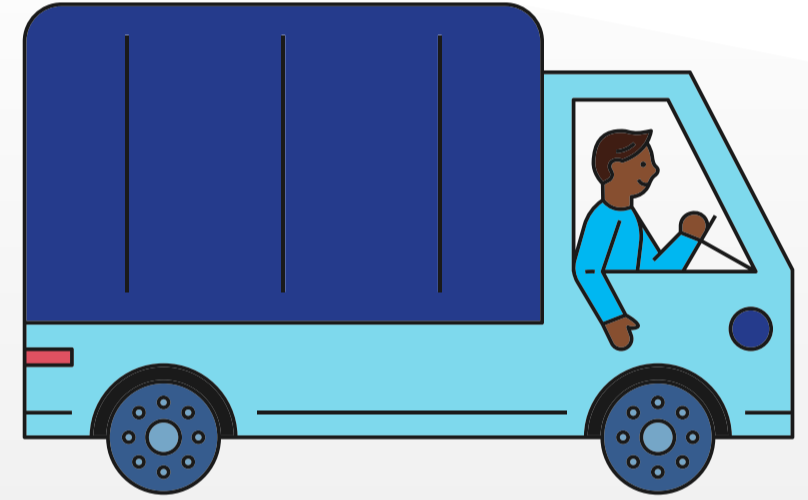


DC Operator

4

## Communicate ahead with your suppliers

Keep your suppliers in the loop about potential demand swings by communicating future projected orders with them. Always be prepared to source goods from alternate suppliers if delays, short orders, or quality issues arise.



Supplier

5

## Apply intelligent store specific markdowns

Leverage intra-day forecasting and price elasticity measurements to optimize store/item-specific markdowns for short code items, considering projected current-day customer demand and remaining inventory to clear.



Store Operator

## Benefits



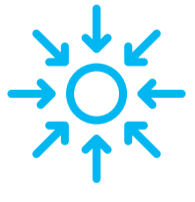
Better availability by > 30%



Reduced waste by < 5-10%



Higher sales by > 2.5%



More resilience



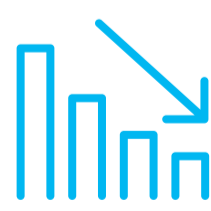
Faster speed to market



Higher margins



Improved efficiency



Less inventory handling



Happier customers

## Ready to pivot to centre store

Volatility exists across the assortment, driven by local responses to promotions, price changes, events and weather. Blue Yonder supply chain planning solutions are equally at home improving the centre store as they are the perimeter.

## Want to learn more?

Check out the Smarter Fresh Food Management eBook

