

9 EXTRA Capabilities To Win in the Changing Consumer Landscape With Blue Yonder

In today's rapidly changing consumer landscape, businesses are realizing that they need to do more than just keep up — they need to add "extra" capabilities to stay ahead of the curve.

This infographic highlights nine use cases that showcase how Blue Yonder's solutions can help Consumer Industry companies add the "extra" capabilities needed to be a part of the reimagined future and deliver the right product, through the customer's preferred channel, at the right price.

Gain EXTRA insight into our consumer industry capabilities [HERE](#)

1. Integrated Planning Beyond S&OPs



Set-Up:

In a digital world, integrated business planning requires "extra" visibility beyond S&OP. It involves translating business strategies into supply chain actions while adapting to market changes in a way that spans the entire enterprise.

Blue Yonder's Take:

Blue Yonder's S&OP solution enables a cross-functional integrated business planning approach, seamlessly incorporating all supply chain components, with "extra" capabilities such as closed-loop process supporting six enterprise operations, scenario planning, KPI tracking, and consensus demand.

Extra Benefits:

- Improved productivity
- Improved customer service
- More comprehensive reporting
- Streamlined consensus forecasting

Quote:

"We believe the Sharp S&OP project, supported by Blue Yonder S&OP, will significantly increase visibility into future risks and constraints, thanks to scenarios shared across the organization."

-Senior Vice President of Global Supply Chain, Michelin



2. Integrated Demand & Supply Planning



Set-Up:

Manufacturing has become more challenging with the rise of Industry 4.0, intensifying competition, growing market demands and supplier challenges, forcing companies to provide faster, flexible products while finding innovative ways to reducing costs. Today's digital age requires the extra enterprise-level insights that advanced demand and supply planning solutions can provide.

Blue Yonder's Take:

Blue Yonder's AI/ML-powered Integrated Demand & Supply Planning solution advances your digital transformation journey, providing the end-to-end visibility your team needs to accurately plan, confidently react to volatility with speed and agility, improve customer service at every touchpoint, and build, position and manage the right inventory levels ensuring they are in the right place at the right time, every time.

Extra Benefits:

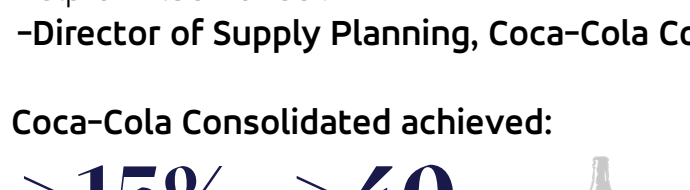
- Improved service
- Reduced loss sales
- Increased forecast accuracy
- Improved productivity

Quote:

"Blue Yonder's products provided clear financial and operating results while improving our capability and capacity. A lot of people talk about collaboration but we're actually doing it, and we certainly would not be as successful without the help of Blue Yonder."

-Director of Supply Planning, Coca-Cola Consolidated

Coca-Cola Consolidated achieved:



3. Improved Inventory and Deployment Planning



Set-Up:

Getting inventory right in a world with increased distribution channels and customer demands is challenging and requires extra steps to improve inventory deployment.

Blue Yonder's Take:

Blue Yonder's [inventory optimization capabilities](#) are specifically designed to address real-world business needs. Offering a user-friendly interface, micro and cross-industry segmentation, and scenario management capabilities, the solution provides strategic decision-making support that takes into account the shelf life of products at the channel level, load building, transportation capacity constraints, and other execution phase factors. Our planning engine also intelligently adjusts itself to market inventory changes and balances inventory across distribution center clusters.

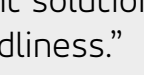
Extra Benefits:

- Accurate and reliable inventory
- Increased customer service
- Improved flexibility
- Reduced inventory investment
- Improved replenishment and inventory accuracy

Quote:

"We consider Blue Yonder to be a strategic partner and a valued collaborator in our digitalization journey. Its warehouse management and warehouse labor management solutions are truly best-in-class, with outstanding user friendliness."

-Bibin Varghese, Lead, Blue Yonder Center of Excellence, Henkel



4. Supplier Collaboration



Set-Up:

In today's fast-paced business environment, supplier collaboration is more critical than ever to ensure products are available when and where customers need them.

Blue Yonder's Take:

Blue Yonder's [Control Tower](#) enables end-to-end visibility and collaboration among stakeholders, provides actionable data analytics, and ingests big data to allow for better decision making based on near real-time information from the ecosystem and network of providers.

Extra Benefits:

- Shift suppliers more quickly
- Added value creation and sharing
- Cost savings and increased responsiveness
- Reduced risk

5. Omni-Channel Commerce



Set-Up:

The COVID-19 pandemic has led to an unprecedented acceleration of the shift to e-commerce allowing leading organizations to provide extra seamless, flexible, and personalized experiences to consumers.

Blue Yonder's Take:

Blue Yonder's inventory and fulfillment capabilities provide [real-time visibility for consumers and added options for retailers](#), such as ship-to/from store, buy online and pick-up, and last-mile delivery. It optimizes deployment across channels with transportation and warehousing constraints in mind, supports key account planning and protects inventory through advanced allocation, and optimizes orders across your distribution centers through day-level rescheduling that can deliver up to 5% deployment optimization.

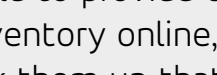
Extra Benefits:

- Accurate inventory to consumers
- Increased revenue
- Improved customer experience
- Consumer personalization
- Cost optimization

Quote:

"With Blue Yonder's inventory availability and omni-channel fulfillment microservices, Petco is able to provide customers with the option to view available inventory online, purchase products from nearby stores and pick them up that same day. Having a 'single source of truth' for our shoppers quickly drove a greater than 5% increase in online revenue and the number of net new customers."

-Chief Information Officer, Petco



6. Omni-Channel Execution: Transportation Management



Set-Up:

The era of e-commerce, coupled with an increasingly complex supply chain, has presented numerous challenges for transportation operations in consumer industries. Rising customer expectations, fulfillment delays that hinder growth, a lack of real-time visibility, and misalignment between warehouse and transportation functions are common issues faced by supply chain and logistics leaders. A modern solution is necessary to achieve end-to-end visibility, resilience, and control over transportation performance and beyond.

Blue Yonder's Take:

The transformative power of Blue Yonder's Transportation Management System (TMS) empowers you to effectively manage inbound and outbound transportation operations, automate your actions using AI, and align your supply chain decisions with your overall business plans. In addition, our solutions seamlessly integrate with supplier and carrier collaboration tools, providing the flexibility and confidence necessary to plan, manage and overcome future challenges with ease.

Extra Benefits:

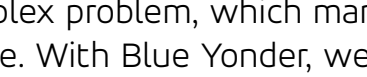
- Improved on-time delivery
- Increased gross margin
- Reduced cash-to-serve
- Reduction in operational costs
- Reduced empty miles
- Added revenue

Quote:

"Anheuser-Busch had a very complex problem, which many TMS vendors were unable to solve. With Blue Yonder, we had very candid, transparent conversations about the obstacles, as well as what it meant to be a strategic partner. We knew it would be challenging, but we wanted to win together."

Blue Yonder's performance in the Gartner Magic Quadrant for transportation speaks for itself, but they also proved they could solve our specific challenges."

-Director of Supply Chain Transformation, Anheuser-Busch



7. Omni-Channel Execution: Warehouse Management



Set-Up:

Consumer industries can present a particularly challenging warehouse environment that requires an immense amount of focus and resources every day. From order visibility and inventory management to staffing and efficiently managing order priorities to deal with potential decrease in throughput, hit in customer service levels, and breakdowns in robotic systems, the need to meet daily and even hourly objectives is paramount. In such a dynamic environment, relying on a static linear plan proves to be suboptimal and can threaten the health of your business.

Blue Yonder's Take:

Blue Yonder's Warehouse Management System (WMS) provides an extensive range of capabilities to address the challenges faced in a modern warehouse environment. Blue Yonder empowers businesses to overcome the complexities and demands of warehouse management, ensuring visibility, accuracy, efficiency, and service excellence. This includes a focus on improving inbound and outbound processing, optimizing operational efficiency, streamlining processes for inventory and yard management, enhancing customer service, maximizing control and visibility, and optimizing receipt processing and storage.

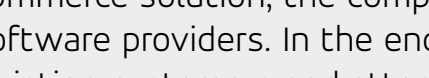
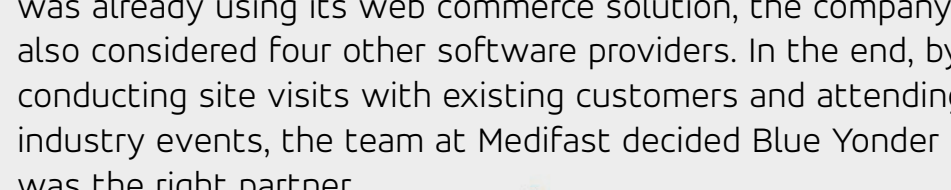
Extra Benefits:

- Increase in inventory visibility and accuracy of nearly 100%
- Better response time to new services and e-commerce order sizes
- Increase throughput
- Operational cost improvements in fulfilling, storage and handling
- Improved sustainability level and compliance

Result:

While Blue Yonder was a natural candidate because Medifast was already using its web commerce solution, the company also considered four other software providers. In the end, by conducting site visits with existing customers and attending industry events, the team at Medifast decided Blue Yonder was the right partner.

Medifast achieved:



8. Near Real-Time Visibility and Orchestration



Set-Up:

To keep up with the challenges of modern supply chains, you have to be able to respond to the unexpected and make quick, informed decisions. Which makes having a comprehensive view of your supply chain and real-time information extra important in today's digital economy.

Blue Yonder's Take:

With extra features such as collaboration, ML-empowered resolution capabilities, and the ability to execute actions across the enterprise, [Luminate Control Tower](#) offers a solution-agnostic platform that provides end-to-end visibility across functions and trading partners.

Extra Benefits:

- Empowered and engaged planners
- Improved resource utilization
- Comprehensive digital environment
- Increased control, visibility and accuracy
- Rapid response from all parties involved

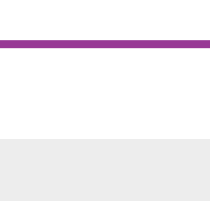
Quote:

"Armada selected Blue Yonder Luminate Control Tower to make proper supply chain decisions in real-time using information from the entire supply chain ecosystem."

-President & COO Armada



9. Frequent Network Optimization



Set-Up:

Given the rapidly changing consumer landscape, supply chain network optimization is no longer an annual event, but a monthly or even weekly process.

Blue Yonder's Take:

Blue Yonder's network design capability provides the "extra" modeling and optimization environment required to answer the strategic questions at hand. With a powerful, flexible modeling paradigm, what-if scenarios, currency considerations, and application flexibility, Blue Yonder's solution is able to provide a strategic, end-to-end functionality to evaluate, design, optimize and ultimately transform your supply chain network.

Extra Benefits:

- Increased flexibility
- Improved sustainability
- Optimized decision making
- Enhanced global competitiveness

Quote:

"The network design capabilities helped us to create seamless collaboration among procurement, manufacturing, marketing, sales, and logistics to manage these price fluctuations. We were able to identify cost savings opportunities that helped us with a competitive advantage. This process really provided our culture and team with the benefits of collaborative planning."

-Supply Chain Manager, ITC

ITC Limited achieved:

