

Creating Unified Demand Forecasts for Vertically Integrated Retailers and Branded Apparel Manufacturers



You have stores



You have e-commerce



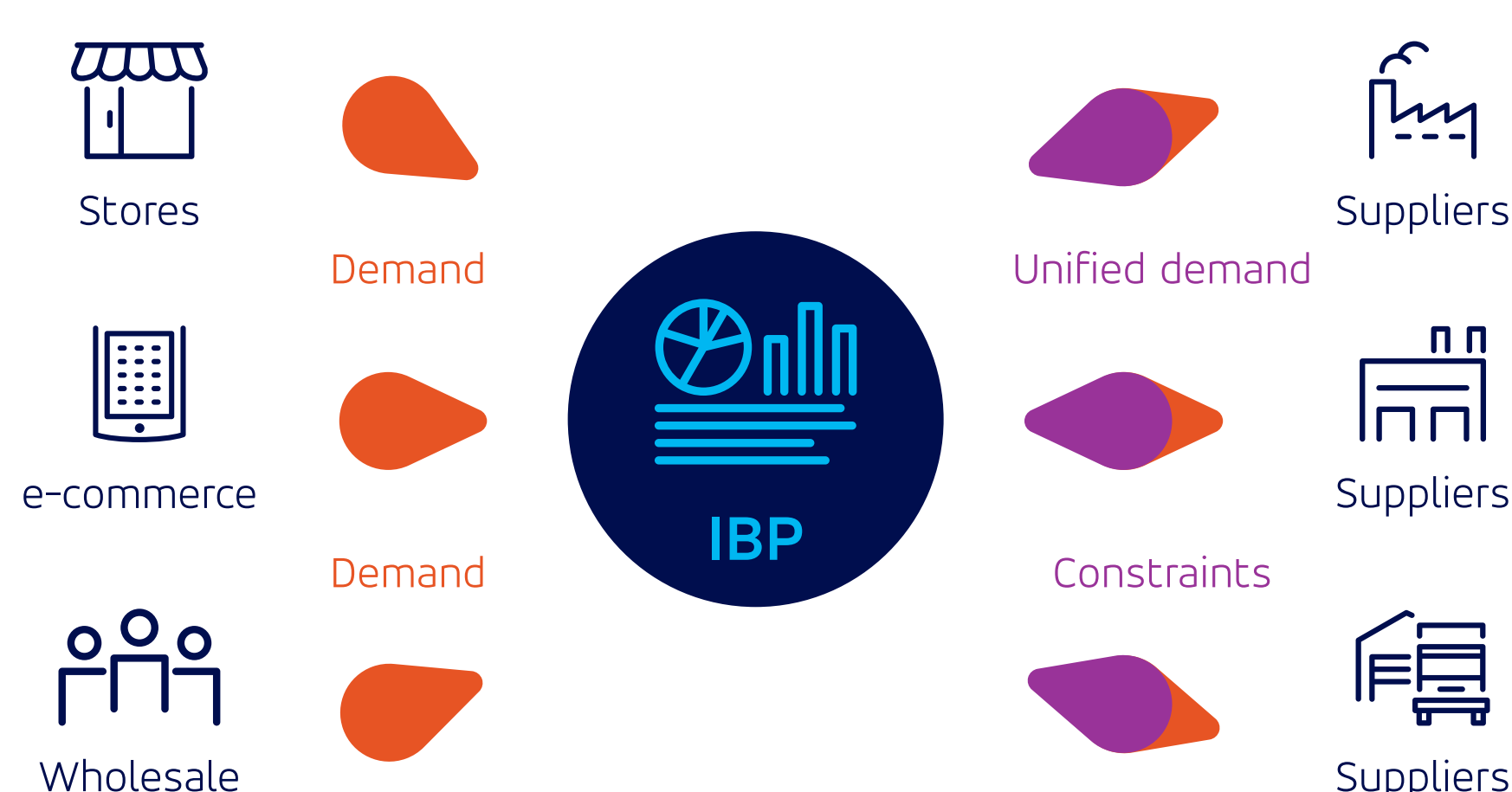
You have wholesale

Q How do you get a unified demand forecast to share with suppliers?

Q How do you synchronize your unified demand plan with constrained production?

A: Integrated Business Planning (IBP)

IBP: Unified demand forecasts and constraint-based planning



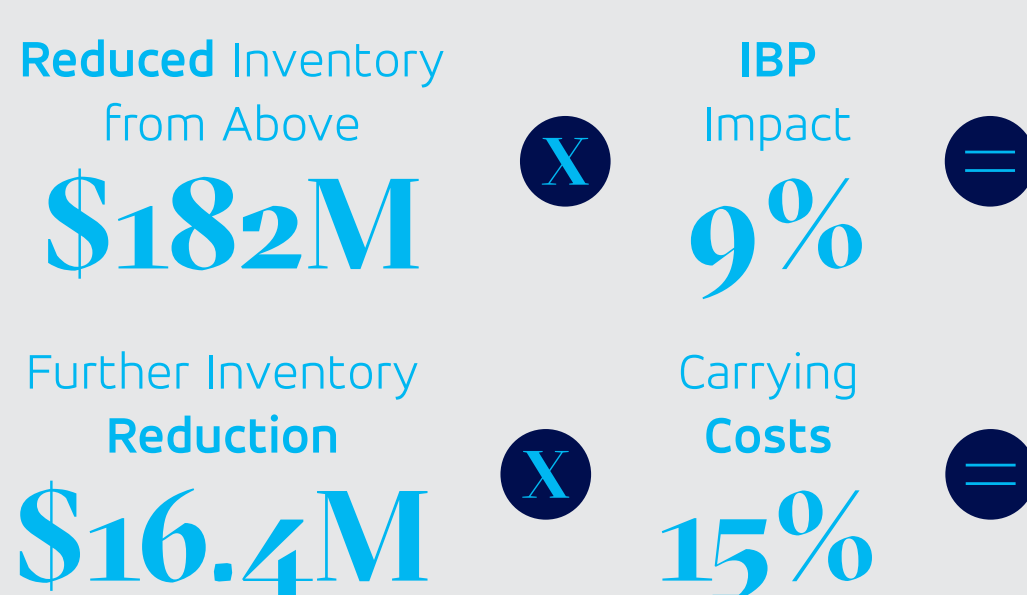
The impact

Inventory reduction due to increased forecast accuracy
Blue Yonder customer example: \$450M business unit from \$8B vertically integrated retailer



Business Value: \$2.7M

Inventory reduction from IBP impact



Business Value: \$2.46M

\$2.7M + \$2.46M = \$5.16M Total Business Value

More benefits = More savings

Our sample customer also achieved \$1M in savings from fill rate improvements

And \$2M business value from strategic revenue lift

- Eliminate “noise” of slow movers to reduce forecast error rates
- Visibility to orders, in-transit and planned vs. what is required
- Improved coordination with sales, marketing, and operations
- Time-phased forecasts = accurate picture of future demand
- Identify gaps in execution and take action to correct



To see how an integrated approach to business planning might benefit your organization, contact a customer executive at Blue Yonder for a business value evaluation, or access blueyonder.com