

Integrated Demand & Supply Planning for High Tech Electronics

Power growth strategy and manage disruptions with a unified supply chain plan across your value network to improve agility, responsiveness, and customer service.

The High Tech Electronics space continues to grow but as manufacturers face supply chain challenges, maintaining the status quo isn't an option.

- By 2030, the high tech electronics market will exceed \$1 trillion¹
- The world will experience **more technological progress** over the next decade than over the past 100 years put together²
- 93% of supply chain leaders plan to **increase the level of resilience** across the supply chain³

Challenges



VOLATILITY

Rising volatility in end-customer demand, continuing semiconductor shortages, and supply chain disruptions are forcing manufacturers to carry more inventory, leading to increased risks and reduced margins.



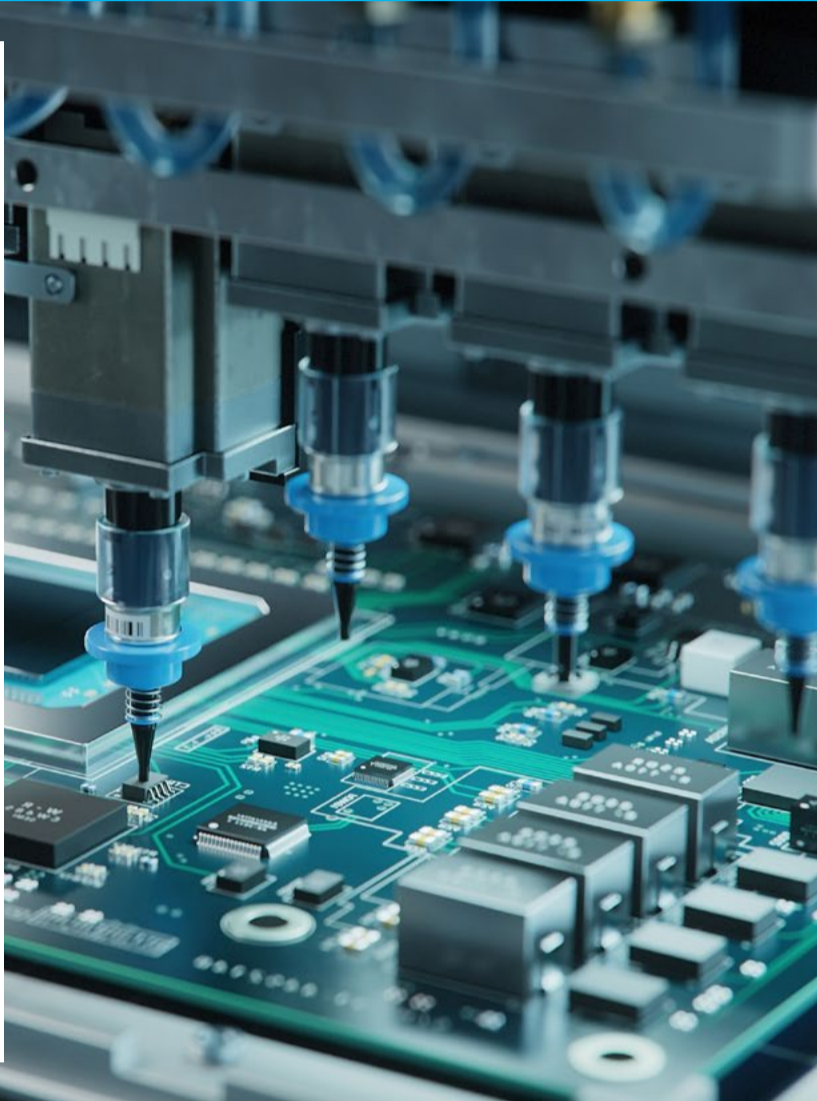
LATENCY

With heavier reliance on outsourced ODM and EMS partners across the globe, OEMs lack visibility across their supply chains. Limited visibility and delay in information sharing leads to reactive decision making often resulting in higher costs and poor performance.



INEFFICIENCY

Customers are increasingly buying electronics online, but they expect a seamless experience regardless of the channel. Disconnected and siloed supply chain operations lead to inefficiencies across the value chain and unsatisfied customers.



Supply Chain Planning Requires a Change

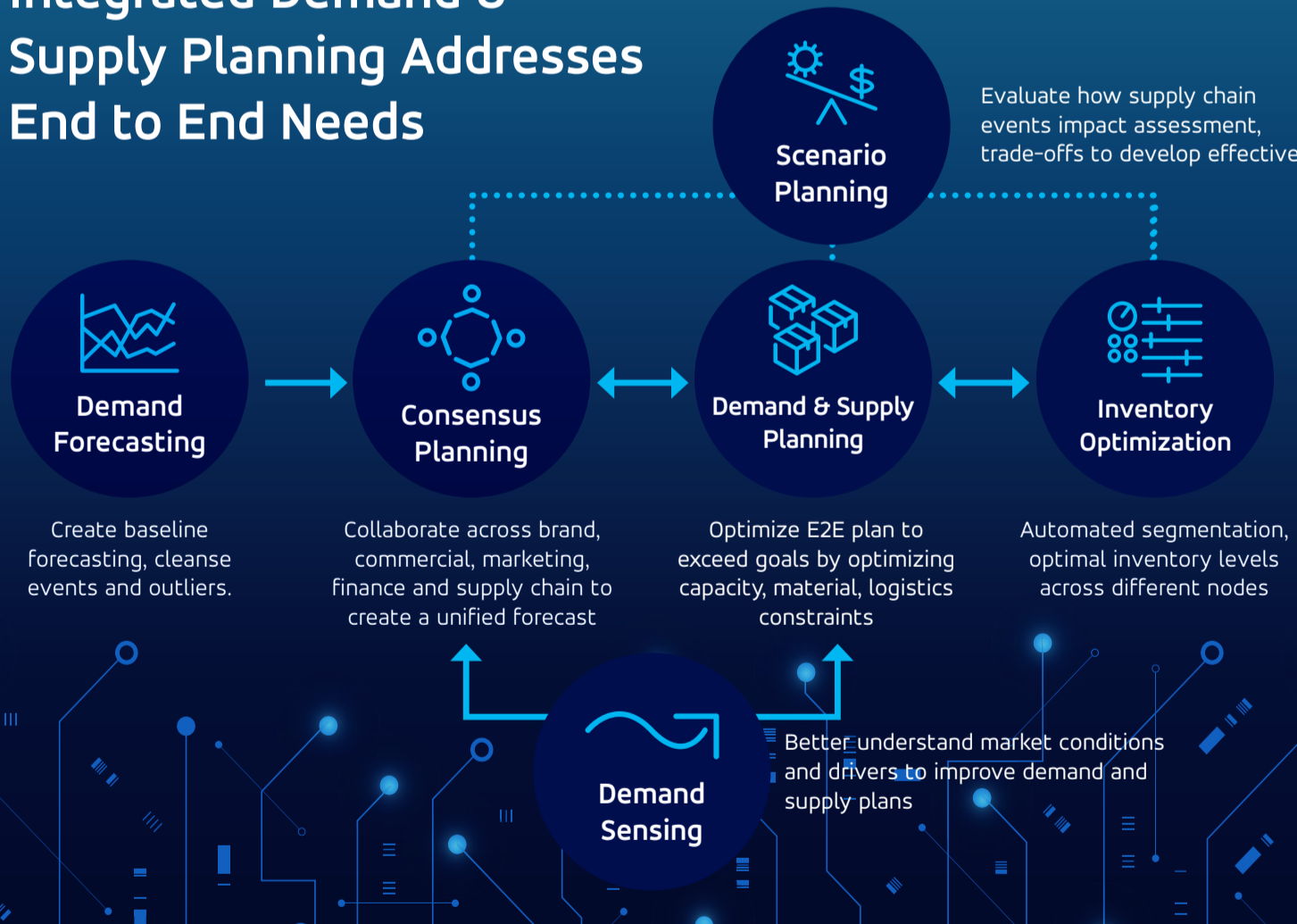
From

- Disjointed and siloed point solutions
- Reactive and rushed decision making
- Inability to react to volatile market conditions
- Long and risk-prone project implementations

To

- E2E integrated supply chain planning solution covering demand planning, manufacturing planning, and supply planning
- Near real-time visibility into inventory, customers and suppliers to ensure issues are known in time and resolved effectively
- AI/ML-powered demand forecasting combined with advanced supply planning to plan accurately and react confidently to volatility
- Cloud solutions with lower TCO and consumer industry-specific specialization reduce risk and accelerate time to value

Integrated Demand & Supply Planning Addresses End to End Needs



Benefits

- Improve forecast accuracy by **10 - 15%**
- Increase OTIF performance by **5 - 15%**
- Increase inventory turns by **10 - 20%**
- Inventory reduction by **40 - 60%**
- Drive revenue uplift by **1% - 2%**
- Improve profit margins by **0.5% to 2%**

Proven Value

Western Digital

Creating a Flexible Supply Chain at Western Digital

Lenovo

Lenovo Case Study: Charting Business Transformation Through Supply Chain Headwinds

Micron

Micron Is An Exemplar Of What A Supply Chain Transformation Should Look Like

Blue Yonder's services are trusted by these world class companies:



Sources:

¹ Why Transformations Fail And How They Can Succeed With People Power (forbes.com)

² Supply chain disruption and resilience | McKinsey

³ Resetting supply chains for the next normal | McKinsey

