

 Manufacturing Industry Cloud for Consumer Industries

# Integrated Demand and Supply Planning

Supports growth and manages disruptions with unified supply chain plans across your value network

## Business context

The global supply chain pressures continue to persist at a historically high levels for consumer product goods (CPG) manufacturers. Concurrently, the market growth rates in consumer industries especially Food & Beverages and Household & Personal Care have accelerated significantly. According to many recent studies, most consumer manufacturers planned to build resilience into their supply chain, merging supply chain planning and execution, breaking functional silos, and increase digital supply chain talent in-house. And for many, one integrated enterprise plan is now the desired goal to increase speed, customer service levels, and agility to deal with increased disruptions and volatility.

## Blue Yonder Integrated Demand and Supply Planning

Blue Yonder provides the most innovative, scalable, flexible, and cost-effective end-to-end Integrated Demand and Supply Planning (IDSP) in the Blue Yonder Manufacturing Industry Cloud. The solution delivers one integrated enterprise plan to identify and fill value leakages, increase **speed, customer service levels, and agility** to manage increased disruptions and volatility. Companies gain abilities to orchestrate the extended value network, confidence in the ability to plan and respond to disruptions, and maximize business performance.

Blue Yonder has one of the industry's largest customer bases in integrated demand and supply planning and enabled planning across the entire value network, The Industry Cloud and IDSP capabilities are built for consumer industries with streamline solutions and over **40 pre-configured use cases by persona**. Proven machine-learning algorithms, glass-box AI with clear explainability, intuitive user experience, collaboration rooms, and industry KPIs and analytics to minimize learning curve to support high growth environments and enable significant operational performance improvements. The solution brings much faster deployments with preconfigured workflow, advanced data management and integration, and enhanced extensibility for customer-specific needs.

## Real results

Improve service levels by

**13%**

Improve forecast accuracy by

**15%**

Reduce Lost Sales by

**3%**

Reduce inventory by

**60%**

## Key Operational Impact

- **Maximize Throughput:** Planning and optimization of entire value network including co-manufacturers, co-packers, and key suppliers.
- **Proactive Exception Handling:** Handle disruptions much earlier and increase resiliency with real-time planning, execution, and exception management.
- **Pre-configured Use Cases by Persona and Proven Algorithms:** Cloud-based applications with personal-based pre-configure use cases to minimize learning curve to plan supply chain end-to-end planning. Proved AI/ML-based and advanced algorithms to take proactive actions for opportunities.

# Capability offerings

## Baseline Forecasting

Accelerate the forecasting process with auto-classification of demand, data cleansing for events and outliers and demand classification, profile assignment across multiple products, locations and business.

## Consensus Planning

Unified collaborative forecast aligning brand, commercial, marketing, finance & supply chain. Capture perspectives and develop scenarios to perfect planning. Connect annual operational planning (AOP), financial, and quarterly plans.

## Supply Planning & Inventory

Optimize end-to-end plans to meet and exceed goals with consideration of capacity, material and logistics constraints and campaign planning with pre-build and shelf-life. Improve plan quality significantly with predictive analytics and detailed analysis. Further optimize with industry-leading Multi-Echelon Inventory Optimization. Align co-manufacturing, re-pack and MRP (input to finite scheduling & purchasing).

## Demand Sensing

Seamlessly sense insights into evolving period performance versus target. Clearly understand the drivers with supporting data and insights, in order to update forecasts and adjust supply and inventory plans with high confidence.

## So-What, Now-What

Evaluate supply chain events with impact assessment and trade-offs, root cause analysis, macro and micro scenario plans, and cross-functional alignment.

## Distribution & Allocation

Conduct deployment planning with stock allocation & rebalancing. Plan loads with industry-leading multi-tiered load building that incorporates user-defined nested configurations and aggregates and splits quantities across multiple trucks to achieve maximum load efficiency. As a result, customer penalties and obsoleted stocks are minimized.

## Cloud Deployment

Manufacturing Industry Cloud for Consumer Industries enables much faster deployment with unprecedented flexibility to incrementally to select and deploy cloud services.

Plan quality is significantly improved with ML/AI driven analytics and insights. With advanced data management and pre-built integrations, data quality is improved also while deployment time is further reduced.

The solution minimizes planning and IT learning curve with preconfigured workflows and systems development and maintenance work with seamless upgrade. Industry cloud enables extensibility for customer-specific needs.

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## Estimated Improvement for a \$1 Billion Company

- Improved customer service levels and revenue: service level increase of 5%+ and revenue increase \$27M
- Lowered cash & cost to serve: cash to serve decrease of \$12M and cost to serve decrease of 0.9% points
- Improved return on assets
- Improved performance in Environment, Social, and Governance (ESG) and sustainability

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## Demonstrable Path to Digital Transformation

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