

Dynamic Commerce

Personalized, predictive, and unified ecommerce experiences

Business context

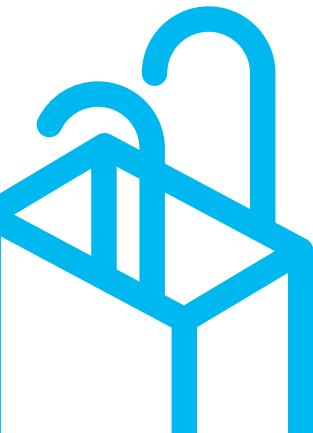
To truly gauge how consumer preferences have pivoted, look no further than the surge of ecommerce. Its unstoppable growth is a clear driver for the next normal along with omnichannel experiences that are transparent and seamless from the moment consumers click on a site to collecting their purchase. Today's dynamics brings many challenges and crafting seamless, amazing customer experiences can feel impossible with inventory and data spread across multiple, disparate systems. Scaling to today's demands while adapting to unpredictable changes requires a rethink when customers expect more.

The Blue Yonder solution

Today's experiences are powered by dynamic commerce strategies. Introducing Luminate Commerce, a solution that delivers superior and unified e-commerce experiences through a reimagined customer-centric supply chain. It combines predictive and intelligent order management with end-to-end supply chain planning, forecasting and fulfillment solutions that deliver down to the last mile to power dynamic commerce. Through a predictive, unified platform, Luminate Commerce delivers personalized fulfillment by better positioning inventory in real-time and making smarter, autonomous decisions about how to fulfill an order, so it becomes the single source of truth for inventory availability and fulfillment offerings.

Key features

- **Real-time inventory availability & order management**
Make real-time sourcing and order promising decisions, based on real-time inventory across the network, and predict daily customer orders across every channel and source customer orders.
- **Plan, merchandise and promote**
Empower store managers, category managers, merchandisers to effectively plan, merchandise, promote.
- **Omni-Channel Fulfillment**
Deliver the right product, at the right price and time, to the customers' channel of choice with the ability to orchestrate the pick, pack and ship process and fulfill customer orders from a store, micro fulfillment center, dark store or distribution center.



Capability offerings

Key Capabilities

Category management

- Space and floor planning optimizing planning, forecasting, and scheduling to maintain compliance, labor laws and engage associates.
- Carry out assortment planning quickly, efficiently, and consistently with real-time data.
- Space-aware assortment planning incorporating sales performance, shopper data, available space and inventory rules to generate localized assortment recommendations.

Inventory availability & orchestration

- Accurate, real-time inventory availability during the shopping process at a store and enterprise level.
- Establishes a single source of truth for inventory availability across the enterprise.
- Enterprise order fulfillment optimization powered by AI/ML delivers fulfillment efficiency through load balancing and smart order routing.

Digital fulfillment

- Set of cloud-native services that enable operations to manage inventory and resources, fulfilling customer orders in the most efficient manner.
- Flexible fulfillment options give you the ability to orchestrate the pick, pack and ship process.

Store operations

- Merchandise planning, lifecycle pricing, workforce management and store execution capabilities with sub-vertical precision optimizing planning and operations.
- Powering store operations to focus on what's important:
 - Provide the right products, at the right place and price, to meet customer expectations.
 - Schedule the right staff, at the right place while keeping associates engaged and providing continuous customer support.
 - Optimize operations so that inventory meets customer demand at localized levels.

• End-to-End Supply Chain visibility

Predict accurate customer order status, pickup/drop off availability and enable “click-to-get” e-commerce with inventory availability and fulfillment capabilities, prescriptive workflows, and integration to a network of last mile providers.

• Reimagined, personalized consumer experiences

Engage users to change the way they work with compelling UI, mobility, dashboards and analytics.

Key benefits

- **Personalized:** fulfillment transparency from search to checkout.
- **Predictive:** demand sensing and forecasting to fulfillment.
- **Unified:** from pre-click to customer powered by the #1 digital supply chain platform.

Digital transformation is at your fingertips

To learn more, visit blueyonder.com

