

 Luminate Retail

# Forecasting for Retail and Wholesale Distribution

Accelerate your ROI with better forecasting

## Business Context

As the world of retail and wholesale distribution continues to transform, one tenet is clear – your customer is at the heart of it all. Customers want and can get an endless aisle of merchandise delivered to them within hours. To meet these ever-demanding needs profitably, a company's normally siloed organizations must run as efficiently as possible towards the same goal: Serving the customer.

## The Blue Yonder Solution

Blue Yonder's combination of industry standard and specialized, patented algorithms cover every type of sales pattern from slow moving, to highly seasonal, to lumpy demand, leveraging machine learning and other advanced techniques to ensure the most accurate forecast.

This advanced forecasting capability helps your company manage unified commerce demand, whether you're just starting out or you already have a competent demand planning team that just needs the tools to maximize their value to the company.

Blue Yonder's forecasting supports best in class planning, allowing for maximum forecast accuracy and buy-in to the forecast, with minimal time and effort from the planning team.

## Real results

Reduced out-of-stock rate up to

**30%**

Forecast accuracy levels up to

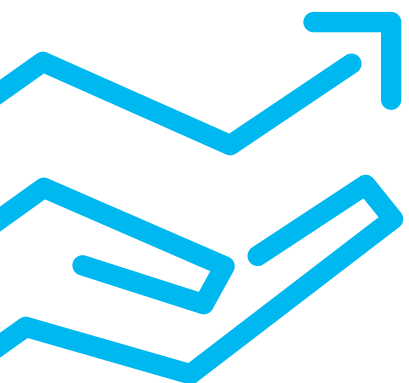
**95%**

Reduced waste up to

**10%**

## Key Features:

- **Forecast accuracy**  
Ingests input from a multitude of different sales patterns, channels, seasonality, promotions and new items. Access to real-time news, events and weather streams product ratings, competitive activity and more enables the solution to sense, learn and adapt quickly and profitably.



# Capability Details:

## Outside-in perspective

Incorporates input from internal and external sources including weather and events to better serve customers' localized need.

## Connected forecasting

An accurate forecast that has buy-in from everybody using it still doesn't do your company any good if it isn't used to get product to the customer. Blue Yonder forecasting solutions connect from planning through execution driven by the voice of your customer.

## Hierarchical forecasting

Forecasts can be generated and managed at multiple levels of your hierarchy, allowing for trends and seasonality at higher levels to accurately drive forecasts at the store/item level.

## Promotion management and Price Optimization

By linking directly to your base sales forecast, Blue Yonder helps choose which items to promote and at what discount to achieve a certain lift. The solution differentiates the lift among marketing efforts, and can look not only at the items being promoted, but all the items in the market basket impacted by that event.

## New item management

As new products proliferate, retailers are constantly localizing and customizing product offerings. Blue Yonder helps to accurately generate forecasts for new items, depict the timing of when those forecasts are going to be active and allowing for active management.

## Unified commerce

Blue Yonder forecasting allows each channel to be forecast independently, capturing different trends and preferences within each channel, then still allows management of the total for budget and replenishment purposes.

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- **Transparency**

Provides a forecast that stakeholders can see, touch and believe.

- **Automation**

Blue Yonder forecasting takes care of the science of forecasting, doing the heavy lifting and decision making, leaving planners to focus on key events and strategic activities.

- **Productivity**

Through advance automation, planners can manage a much smaller number of items at a higher level and let the system drive to the lowest level of granularity in planning.

- **Performance tracking**

Blue Yonder has analytics to measure performance, exception management to display where items are not performing to plan and root cause analytics to determine why and what to do about it.

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## Digital transformation is at your fingertips

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