



Luminate Store Execution

Enabling your c-store's digital transformation

Business context

Convenience stores compete not only with other c-stores, but with grocers, dollar stores, and quick-serve restaurants for share of wallet. And, all these businesses are challenged with a tight labor market, supply chain uncertainty and rising costs.

It's important to get the basics right like managing inventory, cash and fuel, identifying and preventing fraud, and reducing overall waste. But you also need to understand demand trends and price elasticity, deliver exceptional foodservice, and make the most of your workforce. Just one bad experience and today's choosy, time-strapped consumers will shop elsewhere. It's time to invest in new technology that meets your customer's needs today and prepares you for success tomorrow.

The Blue Yonder solution

Blue Yonder's Luminate Store Execution helps optimize your entire operation. It's more than a price book, it's a complete back-office system purpose-built for c-stores with mobile capabilities so associates can be more available to serve customers. With this mobile-first approach, training becomes easier and employees feel more engaged and in control of their work instead of being tied to a desktop.

The solution provides visibility and control over every aspect of the business, from inventory and pricing to foodservice and forecourt, along with daily business operations. Whether your stores are corporate owned and operated, dealer owner/operated, or something in-between, we give you the flexibility to run your business the way that's best for you. With insights into inventory and customer preference, you can be more agile in this fast-paced environment.

Key features

- Intelligent ordering
- Inventory management
- Foodservice production and planning
- Integrated forecourt management
- Demand forecasting
- Pricing execution
- Supports both corporate and dealer operations in store
- Mobile-first capabilities
- Open API-based design

Capability Offerings

Simplified inventory management

With robust inventory management capabilities, you can maximize profits, reduce waste and meet changing customer preferences. With real-time visibility of on-hand balance and accurate demand forecasting, we help you maintain an accurate view of inventory without excessive work. Inventory details are captured during delivery and maintained through to the final sale and the system automatically generates exception alerts. Items used for production, transferred or otherwise adjusted are also captured so everything is accounted for.

Intelligent ordering

Customers expect convenient shopping experiences, which begins with easily finding the items they want in stock. AI-driven forecasting generates automated orders for every SKU and location to ensure assortments are localized and based on regional item availability. When demand changes, the system helps you adjust quickly to prevent excess inventory and out-of-stocks.

Always the best price

In convenience, every penny counts. Blue Yonder helps prevent margin erosion and ensure pricing strategies are executed at the store, unless overrides are authorized. Price changes flow seamlessly to the point-of-sale, shelf labels and more, all from a mobile device.

Exceptional foodservice

Shoppers turn to c-stores for fresh, restaurant-quality, on-the-go food, as fast as possible. Luminare Store Execution provides comprehensive foodservice management capabilities to help grow sales and reduce waste. Recipe management helps associates prepare each order accurately and efficiently to deliver a consistent experience. For grab and go items, the system recommends production schedules throughout the day to ensure items are always fresh and available to meet demand.

Anywhere access to the back office

Empower your employees by providing them mobile access to the tools they need, from any mobile device. Employees can place and review orders, count or adjust inventory, execute price changes and manage cash without leaving the sales floor. The intuitive UI makes it easy to train new associates and ensures tasks can be done efficiently, from anywhere.

Integrated forecourt management

Blue Yonder provides integrated forecourt management tools to streamline daily fuel tank tasks, fuel reconciliation, pricing and third-party services such as car wash.

Flexible and open

Blue Yonder gives you the flexibility to run your business your way by integrating with all major POS and AP systems, so you can keep your existing investments. Open APIs allow you to extend the capabilities across technologies, such as electronic shelf labels and IOT devices. If you're looking for new hardware, we can help, but we believe that should be a business decision for you and not a system requirement for us.

You can expand the value of this solution through direct integration our Category Management, Workforce Management, Dynamic Tasking and Luminare Pricing solutions. These help you optimize assortments for every site, automate labor scheduling, integrate associate tasking, and optimize prices. Whether you are looking for one or all these functions, they work together seamlessly to deliver increased value to your convenience store.

Key benefits

- Streamlines store operations to reduce costs
- Maximizes profits and supports growth plans
- Reduces on-site inventory while minimizing out of stocks
- Reduces food waste and improves foodservice profits
- Supports extensibility through APIs

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