# Blue Yonder is Leader in SPARK Matrix: Sales & Operation Planning (S&OP), 2021

Quadrant
Knowledge Solutions

**2021**
**SPARK MATRIX**
**LEADER**

Sales & Operation Planning
(S&OP), 2021

An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix: Sales & Operation Planning (S&OP), 2021"

# Blue Yonder is Leader in SPARK Matrix: Sales & Operation Planning, 2021

A Sales and Operations Planning platform offers accurate analytics-driven business insights to help organizations balance the supply with their customer demand, thus ensuring efficiency and profitability. An S&OP platform integrates and unifies plans from cross-functional teams including sales, supply chain, marketing, production and more to help business leaders make informed decisions and increase profitability. It is a single unified platform (a standalone S&OP software or an S&OP module as part of ERP software) that enables organizations to optimize sales and operations processes and helps to align demand, production and supply and transportation planning decisions with the company's business goal. A modern S&OP platform helps business leaders to assess "what if scenarios" and measure the impact of adding new products or changing plans and calculate the overall financial impact. It facilitates scenario planning, cross-enterprise collaboration and offers sophisticated reporting and dashboarding capabilities to drive better inventory management through accurate demand and supply plans. The platform allows organizations to improve their S&OP plan accuracy by ensuring improved collaboration between sales and operations teams.

Sales and Operation planning is a process that organizations and brand owners follow to align their cross-functional teams with their company's business goals. This process enables stakeholders to measure the overall financial impact with respect to the demand and supply projections by collating inputs through various teams including supply chain, sales, marketing. The objective of the Sales and Operation process is to create a unified and single plan for all the cross-functional teams that enables them to sync in with the enterprise-wide business goals. The adoption of the S&OP process ultimately results in enhanced customer services, lowers excess inventory or out of stock product scenarios, reduces waste, facilitates shorter lead times and increases overall operational efficiency. Although the S&OP process is widely adopted by organizations of different sizes, comparing various scenarios, involving various teams and evaluating huge volumes of data at an enterprise level remains a challenge, especially for large-sized organizations with complex team structures that need dedicated operational planning. An S&OP platform enables organizations to unify data from cross-functional teams systematically and helps stakeholders to improve their S&OP plans.  The platform delivers improved sales forecasts, provides the plan visibility to all team members, aligns various operational teams to facilitate smarter decisions as well as helps

the teams to assess the overall financial impact. It allows operational teams to improvise the production plans, ensuring faster supply and on-time delivery.

Organizations continue to adopt S&OP platforms to monitor and align their company's financial plan with the projected sales, demand and supply forecasts at the inventory levels and sustain especially during the ongoing disruptions in the supply chain market since the beginning of the pandemic. Many S&OP solution providers are enabling organizations to predict the unprecedented demands, rapidly respond to changing customer demands during the ongoing covid crisis through various in house Covid 19 supply chain action online centres. During the pandemic, as we continue to see uncertainty in demand across various industries, optimizing inventory across the complex supply chains remains a challenge, S&OP plays a vital role in helping organizations combat the ongoing supply chain disruptions. It is important for brands and organizations to continuously invest in building resilient planning capabilities, stress test against various supply chain scenarios leveraging various S&OP tools, adopt a data-driven approach to assess the financial impact with respect to any deviations including changing customer behaviour, price increase or fall operational challenges or plans and more. Several S&OP solution providers are partnering with supply chain consulting and analytics providers or offering planning as a service option to help customers to tackle pandemic driven business scenarios. Besides cloud computing, S&OP solutions providers continue to invest in analytics tools to derive actionable insights for core S&OP functions including demand forecasting, inventory management and more. However, AI and Machine learning technologies are transforming the S&OP landscape at a faster pace, S&OP solution providers are leveraging these technologies to improve forecasting efficiency, generate higher sales through reliable forecasts and drive S&OP adoption at scale.

Quadrant Knowledge Solutions' SPARK Matrix: Sales & Operation Planning (S&OP), 2021 research includes a detailed analysis of the global market regarding short-term and long-term growth opportunities, emerging technology trends, market trends, and future market outlook. The study provides a comprehensive market forecast analysis of the global market in various geographical regions and the overall market adoption. This research provides strategic information for technology vendors to better understand the market supporting their growth strategies and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. SPARK Matrix includes ranking and positioning of leading S&OP vendors with a global impact. The SPARK Matrix includes analysis of the leading vendors, including  Adexa, AIMMS, Anaplan, Arkeiva, Blue Yonder, DELMIA Quintiq, E2Open, Futurmaster, GAINSystems, Infor, Kinaxis, Logility, o9 Solutions, OMP, Oracle, Outperform, QAD DynaSys, River Logic, SAP, Solvoyo and ToolsGroup.

Adexa, Blue Yonder, Infor, Kinaxis, o9 Solutions, OMP, and River Logic, are the top performance and 2021 technology leaders in the global S&OP market. FuturMaster and Solvoyo have been positioned as emerging leaders.

Anaplan, DELMIA Quitntiq, E2Open, Oracle, QAD DynaSys, are amongst the major challenges in this 2021 SPARK Matrix of the global market. The SPARK Matrix also provides an analysis of the vendors such as Arkieva, AIMMS, GAIN Systems, Outperform, and ToolsGroup.

## Market Dynamics and Trends

The following are the key research findings of Quadrant Knowledge Solutions Sales & Operation Planning:

- ♦ Growing focus on offering cloud-based S&OP solutions to simplify and optimize supply chain planning and processes as well as provide end-to-end visibility of demand, supply and finance.

- ♦ Increasing adoption of S&OP solutions across various industry sectors and organizations of all sizes for effective designing, planning, and optimizing of sales and operations planning process.

- ♦ S&OP solutions' robust value propositions are driving increased adoption and making them an integral part of supply chain planning processes.

- ♦ Growing focus on understanding operating performance to drive informed decision-making, increase customer service levels, minimize inventories and obsolescence, and reduce lead times.

- ♦ S&OP solution can provide unified demand and supply planning visibility, support aggregate level planning, reconcile plans, and seamlessly integrate with various supply chain planning aspects (such as inventory, demand & supply) to ease the planning process and drive profitability.

- ♦ Growing focus on leveraging advanced technologies including AI and machine learning to offer enhanced S&OP solution's and deliver value to customers.

Most of the vendors may provide all the fundamental functionalities, but the breadth and depth of these functionalities may diverge by different vendors offerings. Prior to any purchase decision, it is recommended for user organizations to carry out an extensive evaluation of several vendors offerings and understand that the solution is aligned with their underlying requirements and processes. Users should also look for S&OP solution vendors having expertise in large-scale deployments and meticulously assess existing case studies of those deployments. Users also look for vendors that are future-ready and incorporate all emerging technologies. Additionally, the user should also evaluate vendors based on partner ecosystems, ability to offer configurable industry-specific and user-specific

use-cases and moving towards cloud-based deployment. Users should also look for vendors that are focusing towards digital transformation.

## SPARK Matrix Analysis of the Sales & Operation Planning (S&OP) Market

Quadrant Knowledge Solutions conducted an in-depth analysis of the major S&OP vendors by evaluating their product portfolio, market presence, and customer value proposition. Quadrant market outlook provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on primary research including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall global market.

| Technology Excellence | Weightage |
|---|---|
| Sophistication of Technology | 20% |
| Competitive Differentiation Strategy | 20% |
| Application Diversity | 15% |
| Scalability | 15% |
| Integration & Interoperability | 15% |
| Vision & Roadmap | 15% |

| Customer Impact | Weightage |
|---|---|
| Product Strategy & Performance | 20% |
| Market Presence | 20% |
| Proven Record | 15% |
| Ease of Deployment & Use | 15% |
| Customer Service Excellence | 15% |
| Unique Value Proposition | 15% |

**Figure: 2021 SPARK Matrix**
(Strategic Performance Assessment and Ranking)
Global Sales & Operation Planning (S&OP) Market



**SPARK Matrix™: Sales & Operations Planning (S&OP), 2021**

December 2021 ©Quadrant Knowledge Solutions
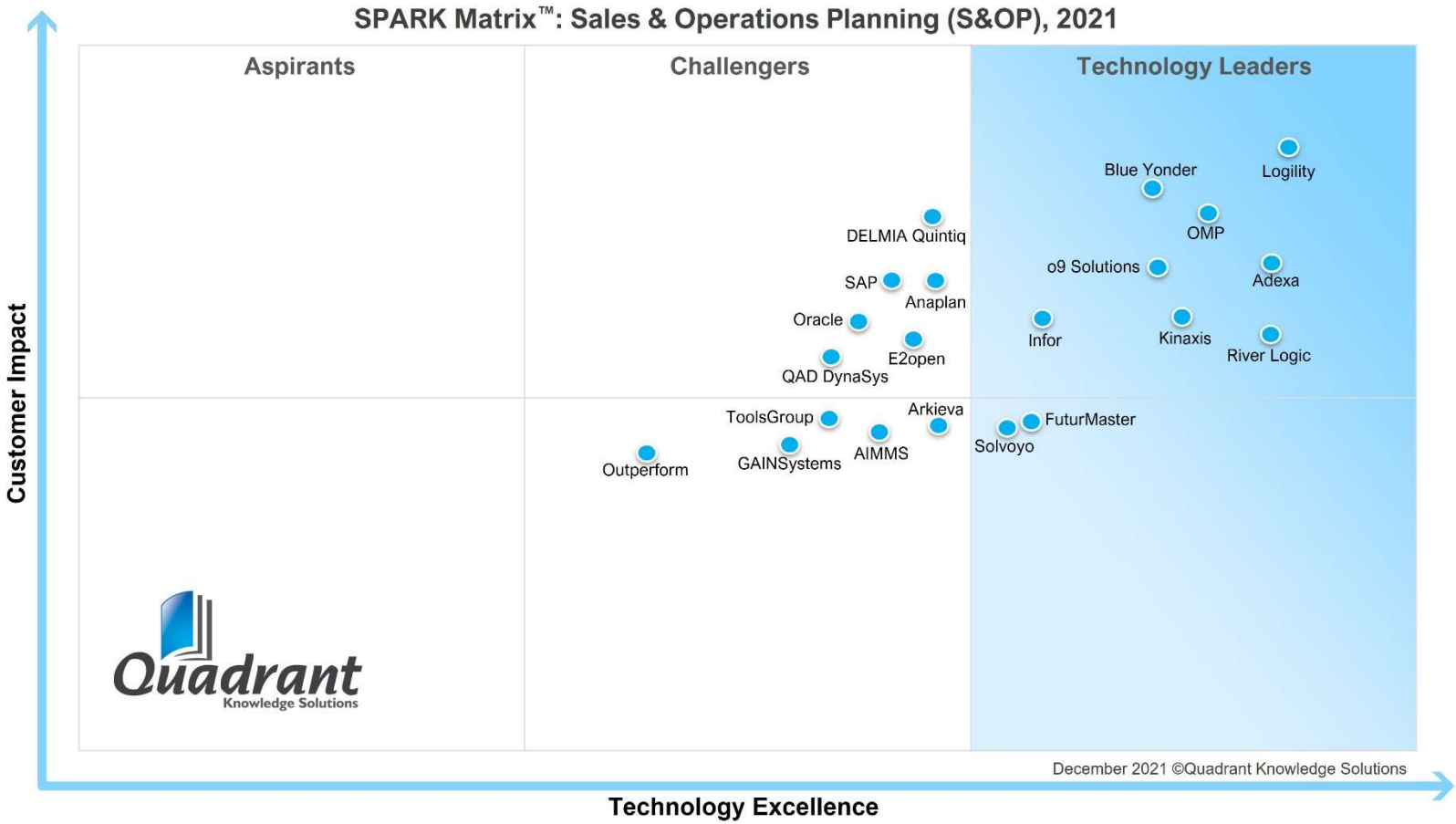
## Blue Yonder Capabilities in the Global Sales & Operation Planning (S&OP) Market

Founded in 1985 and headquartered in Scottsdale, Arizona, Blue Yonder offers end-to-end supply chain management and omnichannel commerce solutions. In September 2021, Panasonic acquired Blue Yonder to offer enhanced end-to-end supply chain solutions and work collaboratively towards its shared vision of Autonomous Supply Chain™ by aggregating IoT and AI/ML technologies. Blue Yonder offers a broad suite of solutions, including supply chain planning, supply chain execution, and omnichannel commerce. Blue Yonder offers the Luminate™ planning platform that leverages digital twin planning for intelligently predicting the problem and opportunities to ensure that the organization's actions are carried out adequately, and production, inventory, and labour are planned intelligently.

The Luminate™ planning platform consists of various solutions, including demand planning, inventory optimization, network design, sales and operation Execution (S&OE), sales & operation planning (S&OP), supply planning & replenishment, production planning, and merchandise financial management. Blue Yonder Sales & Operation Planning (S&OP) offer comprehensive capabilities including data management, consensus, global consistency, tracks KPIs, scenario management, and mix and volume options.

Blue Yonder Sales & Operation Planning (S&OP) solutions offer integrated data management that helps the organization to gain end-to-end visibility of demand, supply, financial and new product launch data. The platform also assists the organization to develop a configurable product hierarchy and attributes schema, while mitigating integration costs. The S&OP platform provides consensus-driven S&OP capability, allowing organizations to create a single plan that is reviewed and approved by all executive, c-suite, and department members involved in the planning process. The planning process includes multiple perspectives such as sales forecast, inventory levels, production targets and capacity. Blue Yonder S&OP Solutions provides global consistency capability that assists organizations in ensuring global process compliance and repeatability for organizations with stakeholders located in different geographical regions. The Solutions also supports boundaryless planning, allowing organizations to bridge the gap between demand and supply planning by bridging traditional time and organizational soils.

The platform enables the organization to continuously track & monitor key performance indicators (KPIs). The platform also highlights key exceptions and

deviations, allowing organizations to quickly respond by configuring and user-defined triggering corrective actions using standards process playbooks. The S&OP platform offers scenario management that helps organizations to quickly analyze supply chain constraints and contending demands. As a result, organizations can more effectively plan new product demand and make better decisions about product mix and promotion timing. Furthermore, the platform offers mix and volume functionality that enables the organization to produce large numbers of product options for their end-users. Blue Yonder S&OP also includes an options planning module that enables organizations to plan for desired option mix and volume, while respecting capacity and engineering constraints across the supply chain. This capability is especially useful in industries such as automotive and high technology, which offer a large number of options to customers.

## Analyst Perspective

Following is the analysis of Blue Yonder's capabilities in the S&OP market:

♦ Blue Yonder's Luminate™ Planning leverages boundaryless planning, luminate user experience, integrated planning & execution, and cognitive planning & skills. Blue Yonder's S&OP is capable of planning and delivering revenue, margin, and operating performance gains through improved decision support and cross-functional alignment. Blue Yonder's top key differentiator includes optimized decision making, integrated business planning, global coordination, and reconciliation.

♦ Blue Yonder's S&OP helps the organization to efficiently and effectively optimize their decision making by providing digital twin capability. This leads to running multiple scenarios which will help the organization to debug the ongoing performance and also identify disruptions to immediately act. The company also offer integrated business planning (IBP) helps organization gain end-to-end exceptional visualization, prioritization and machine-learning-based resolutions. It also enables the organization to gain real-time order, shipment and inventory status.

♦ The platform offers a wide range of industry-specific and user-specific use-cases such as integrated planning, consensus plan, collaboration across the enterprise to generate silos plans (sales, production and stock) and local simulation. Blue Yonder's product portfolio is armed

with robust AI/ML capabilities that enable organizations to power their business decisions with real-time, precise recommendations and valuable supply chain insights.

♦ From a geographical presence perspective, Blue Yonder has a major presence in North America and Europe, followed by the Asia Pacific, Middle East and Africa, and Australia. From an industry vertical perspective, the company holds a customer base across a range of industry verticals, including retail grocery, retail hardlines, retail soft lines, consumer industries, automotive & industrial, high-tech & semiconductor, and third-party logistics. The company offers an extensive partner ecosystem that enables organizations to leverage the best of breed technologies and tools and drive business value.

♦ Blue Yonder is aware of ongoing prudence and has built its strategy according to the dynamic market. The primary challenge of Blue Yonder is growing competition from well-established and emerging business application vendors. These companies are increasingly broadening their solution offerings by developing in-house capabilities, developing partnerships, and acquiring specialists from the supply chain planning and execution domain. However, Blue Yonder with its strong presence and track record, especially in the enterprise customer segment, is expected to continue to grow its revenue across industry segments and geographical regions.