



Omni Channel Commerce and Fulfillment

The exponential growth of online shopping has left retailers and 3PLs scrambling to support consumers' new preferences, while maintaining margins.

 **BlueYonder**
Fulfill your potential™

The Challenge of Making Smart, Profitable E-Commerce Decisions

The explosive growth of online shopping has left the world's retailers reeling. E-commerce sales in the US reached \$791.70 billion in 2020, an increase of 32.4% over the previous year — the highest annual growth ever recorded.¹ It is expected that US consumers will spend \$933.30 billion on ecommerce in 2021, up 17.9% YoY, and equaling 15.3% of total retail sales.²

The rapid growth of online shopping has forced retailers to quickly adapt and pivot. Without the right technologies, they often struggled to attract new customers, grow market share, and serve e-commerce customers profitably.

Enter Blue Yonder's Omni Channel Commerce and Fulfillment Solutions

Now is the perfect time for retailers, and their logistics service providers (3PL) to accelerate their digital transformation journey, leveraging Blue Yonder's comprehensive solutions designed to support intelligent real-time decision making and seamless fulfillment, from click to deliver. Enabled by artificial intelligence and machine learning, e-commerce and unified logistics solutions from Blue Yonder enable retailers to:

- Increase revenue by exposing store inventory online, thus reducing the need for markdowns

- Improve online conversion rates by providing speed and convenience options, and product availability to consumers
- Drive profitability by optimizing the cost and speed to fulfill e-commerce orders
- Improved delivery performance across multiple channels
- Higher customer satisfaction rates by predicting and pivoting when disruptions occur

By lowering expediting costs through rule-based order and logistics optimization, Blue Yonder provides customer centric experiences by unifying inventory availability, order management, logistics, and fulfillment services to deliver the right product, at the right time, through the customer's channel of choice.

The e-commerce microservices allow retailers to gain a competitive advantage and accelerate their digital transformation. The transportation, warehouse and labor management services bring transparency, access to market networks, AI/ML-based prescriptive decision-making, and end-to-end orchestration to delivery across all miles.

¹ <https://www.digitalcommerce360.com/article/us-ecommerce-sales/>

² <https://www.emarketer.com/content/us-ecommerce-forecast-2021>



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Inventory Availability and Commits

Maximizing outcomes via real-time inventory data and flexible fulfillment options

Providing Shoppers with Real-Time Inventory Availability

Today, it's not enough for retailers to have complete, real-time inventory visibility. They also need to share this view with consumers, from the beginning of the shopping journey, to enhance shopping experiences. Blue Yonder's Inventory Availability microservice provides real-time product availability information to consumers based on their geographic location.

From the search page, consumers are able to see what products are in-stock/out-of-stock, get "limited stock" urgency information, and understand both the product quantity that's available and its location. Urgency messaging acts as a powerful incentive for shoppers to buy products before inventory runs out. Retailers can not only encourage purchases, but also steer shoppers to pick up products in their local store.

Blue Yonder also supports real-time product reservations, dynamic safety stock rules and inventory protection to make sure retailers keep their consumer promises.

The result: Shoppers benefit from seeing product availability and omni-channel options from the beginning of the shopping journey. Retailers can reduce the need for markdowns by exposing in-store inventory online, incent customers to buy with urgency messaging, and increase conversion rates with accurate inventory data.

Commits: The Importance of Fulfillment Transparency

Similarly, today's shoppers demand flexible, transparent fulfillment options at the time of purchase. Blue Yonder's Commits microservice provides shoppers with complete transparency into their fulfillment options, including order-by/get-by timelines. Access to definitive

fulfillment information translates to increased shopper confidence and loyalty, lower rates of cart abandonment and increased conversion rates.

Commits also seamlessly orchestrates pre- and post-order product optimization, based on pre-defined rules and machine learning. Retailers can identify the optimal way to fulfill each order, considering customer and product locations, inventory levels, merchandise cost, the likelihood of markdowns, shipping time and costs, operations costs, staffing availability and many other criteria.

The result:

Shoppers get accurate fulfillment dates before and after check-out. Retailers can reduce the cost to serve through sourcing optimization while still meeting customer expectations.

Order Services with End-to-End Customer Order Visibility

A single flexible order orchestration and management service with real-time visibility and monitoring across the click-to-deliver cycle

Blue Yonder Order Services is a high-performing, scalable API-based microservice that orchestrates and manages the entire order-to-cash lifecycle. It provides a centralized view of orders, whether they are placed from a retailer's website, a physical store, an online marketplace or a call center — and across brands and geographies.

Order Services capabilities from Blue Yonder support retailers in utilizing speed and convenience options such as ship-from-store, buy online/pickup in store (BOPIS), curbside pickup and same-day delivery. At each stage of the order lifecycle, Order Services provides real-time visibility, so retailers can achieve order and fulfillment accuracy and timeliness. Retailers can define, automate and track end-to-end order management workflows that optimize the click-to-deliver process, from both an internal and customer service perspective.

Real-Time Order Information, On Demand

Customer Order Visibility (COV) is a real-time tracking and monitoring solution with an intuitive user experience that enables customer service, retail and other staff to search, view and modify real-time order details in one place, creating a single, up-to-date repository of order information. Leveraging unsupervised learning algorithms to detect patterns and anomalies, COV generates actionable insights on metrics that organizations can use to optimize the promising and fulfillment processes that help deliver customer-centric experiences.



Order Fulfillment

Quickly and cost-effectively fulfilling consumer orders from physical stores

Retailers today are challenged to keep up with the new demands of in-store fulfillment. As they increasingly use stores as mini distribution centers and also serve BOPIS and curbside demand, store associates need to accept, pick and pack customer orders.

Blue Yonder's Order Fulfillment capabilities are designed specifically to meet this challenge, with intuitive mobile workflows that drive the activities of receiving, prioritizing, picking, packing and delivering consumer orders. This microservice increases the operational efficiencies of in-store fulfillment tasks, so retailers can be sure work is completed in a timely, efficient manner that maximizes both service and employee productivity.

Order Fulfillment capabilities from Blue Yonder provide store managers with complete visibility into their store's micro-fulfillment activities,

with actionable dashboards and reports that track and optimize performance in real-time, as well as workflows that enable retail staff to efficiently pick, pack and fulfill orders.

The role of stores as mini distribution centers is only growing as shoppers demand increasing levels of speed and convenience. Blue Yonder's Order Fulfillment microservice is a purpose-built solution for managing and excelling at the job of supporting in-store fulfillment for e-commerce orders.



Sales will grow

16.1%

in 2022.³

³<https://www.emarketer.com/content/insider-intelligence-retail-trends-to-watch-2022>

Digital Transportation Management

How does the rising power of the customer manifest itself on a day-to-day basis?

Four new customer realities have changed business, and transportation management, as we know it:

- Forget loyalty, it's delivery speed that matters most.
- Immediate availability outweighs product range.
- "Delivery on my terms" is an expectation.
- With a multitude of buying options, customers are increasingly channel-agnostic.

While Blue Yonder's transportation management solutions represent the cutting edge of *digitalization*, they're delivered to shippers in an easy-to-consume cloud delivery model that supports an easy, rapid implementation – and an accelerated return on investment.

Transportation management capabilities from Blue Yonder are easily adapted to the needs of every retailer and 3PL. Named as a Leader in every Gartner Magic Quadrant for transportation management for a decade, the Blue Yonder solutions enable the intelligent orchestration of a wide range of shipping assets, nodes and network designs. Blue Yonder's industry-leading capabilities in AI, automation, analytics and other areas make your transportation network more:

- Visible and transparent, even outside your own walls
- Predictive when inevitable disruptions occur
- Autonomous, for significant speed and cost savings
- Responsive to changing real-time conditions

Fueled by artificial intelligence, automation and analytics, the advanced transportation technologies by Blue Yonder are helping retailers and 3PLs combat these transformative changes as they:

- Refine the transportation model by making it more digital
- Reimagine the shipping network with flexible multi-modal delivery model across the traditional supply chain network with expanded carrier connectivity and dynamic capacity and pricing
- Gain visibility and control through new digitalization initiatives
- Unify inbound and outbound logistics via greater orchestration and collaboration
- Lower the cost of tech ownership through adoption of a cloud platform



Digital Warehouse Management

How can you manage growing pressures for rapid fulfillment, increasing demand volatility and worsening labor shortages — while also controlling your costs to maximize margins? The answer is digital transformation.

Digitized warehouse management is no longer an option, it's a competitive imperative. It's enabled by artificial intelligence (AI), automation, advanced analytics and real-time synchronization — and it's delivered by Blue Yonder. Named as a Leader in every Gartner Magic Quadrant for warehouse management since 2012, Blue Yonder supports the digital warehouse operations of the world's top retailers, manufacturers, distributors and third-party logistics providers.

Blue Yonder's warehouse management solution transforms slow, manual operations to a real-time, connected, agile and highly synchronized environment built for speed, productivity and profitability. Blue Yonder has actively invested in developing industry-leading capabilities in these areas:

- Real-time inbound and outbound processing that supports visibility into shipments to ensure accuracy, timeliness, efficiency and compliance
- Optimized inventory management that spans suppliers' production all the way to the end user through inventory control, quality management, date/lot control, asset management, serial number tracking and cycle counting
- Unified yard management that streamlines and optimizes all aspects of the yard, from equipment to dock doors to personnel, for improved efficiency
- Strategic resource orchestration that synchronizes human labor, robotics and automation seamlessly, to optimize tasks and drive efficient, rapid fulfillment



Digital Labor Management

In a warehouse environment marked by unprecedented labor shortages, Blue Yonder helps maximize efficiency and throughput — by applying human resources more strategically and productively.

The warehouse has grown exponentially in strategic importance but, at the same time, it's been challenged by extreme global labor shortages and high turnover — with no apparent end in sight. It's imperative that every organization makes the greatest possible use of its limited labor resources. With the workforce representing the single largest cost center in a warehouse, maximizing employee contributions isn't just critical to delivering high service, it also drives positive financial outcomes.

Enter Blue Yonder's labor management solution, which provides a real-time, granular view of workforce performance, providing a basis for coaching and continuous improvement. It guides organizations to define and communicate standardized best practices, set performance expectations, track warehouse activities, and support ownership and accountability. Via dashboards and alerts, Blue Yonder labor management enables supervisors to recognize and address any issues quickly.

Advanced capabilities of Blue Yonder's labor management solution include:

- **Workforce productivity.** Managers can accurately forecast short- and long-term workforce

requirements based on historical data and work content, matching available resources with periods of highest demand.

- **Performance measurement.** Ad hoc performance metrics are replaced with precise tracking of indirect time, attendance, productivity, quality and safety compliance.
- **Long-term resource planning.** Managers can plan future headcount requirements, ensuring the right number of workers with the right skills are available exactly when needed to fulfill demand.
- **Labor optimization.** Employees are assigned or reassigned to specific work functions based on demand levels, order flows, deadlines, skillsets and cost considerations.

Organizations leveraging Blue Yonder labor management can increase throughput and service, maximize limited human resources, and drive performance improvements — for a greater return on their labor investments.



Move at the Speed of E-Commerce with Blue Yonder

In today's world, it's impossible to predict the future. Omni-channel purchasing trends that were thrust to the forefront are here to stay. But Blue Yonder's advanced e-commerce solutions enable retailers to profitably serve online demand in real-time, as orders are placed, via artificial intelligence and machine learning.

Backed by Blue Yonder's industry-leading technology expertise, in-depth retail knowledge and successful customer implementations, e-commerce microservices from Blue Yonder bring together advanced technology and proven best practices. Retailers can optimize the entire click-to-deliver journey, from an engaging customer experience through efficient order fulfillment. They can move with both speed and confidence, knowing that their decisions are informed by real-time data, advanced AI engines and proprietary algorithms that balance cost and service outcomes, autonomously, 24 hours a day.

Transformed Capabilities for a Transformed World

Luminate Commerce and Luminate Logistics solutions deliver 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, logistics and fulfillment.





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