



Optimizing E-Commerce, From Click to Deliver

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

As e-commerce continues to grow, retailers need advanced solutions to balance their growth, profitability, and customer service needs.

 **BlueYonder**
Fulfill your potential™

The Challenge of Making Smart, Profitable E-Commerce Decisions

The recent, 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

The rapid growth of online shopping in 2020 forced many 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. They often lost out to retailers that were ahead of the curve and had implemented robust commerce capabilities.

Enter Blue Yonder's Click-to-Deliver Solutions

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

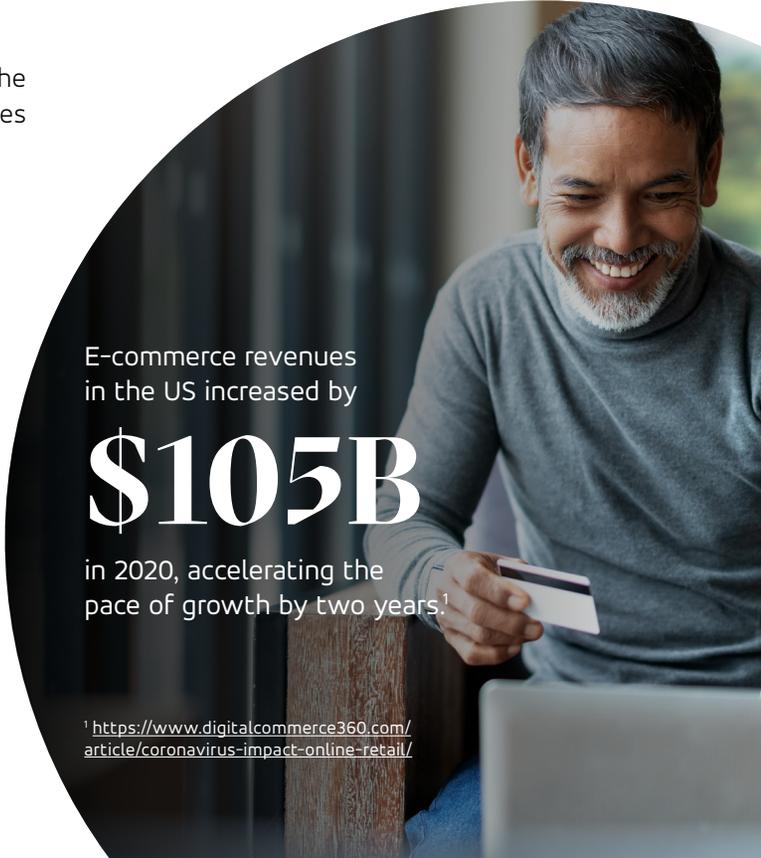
- Increase revenue by exposing store inventory online, thus reducing the need for markdowns
- Improve online conversion rates by providing speed and convenience options, and product availability to consumers
- Drive profitability by optimizing the cost to fulfill e-commerce orders

Blue Yonder's e-commerce capabilities provide a single, real-time view of the entire online purchasing journey. These capabilities are delivered as flexible microservices that can be easily added to existing enterprise systems, including an application programming interface (API) framework that supports consumer interactions.

Blue Yonder's click-to-deliver microservices include:

- **Inventory Availability** solutions that provide real-time data on available inventory across the enterprise, with product reservation capabilities
- **Commits** capabilities that provide pre- and post-order optimization
- **Order Services with end-to-end Customer Order Visibility** capabilities that orchestrate orders seamlessly across enterprise systems, providing a single view regardless of where orders originate and how they are fulfilled
- **Order Fulfillment** capabilities that guide store personnel in picking, packing and fulfilling orders enabling ship from store, BOPIS (buy online pick up in store), curbside pick-up and last mile delivery from stores

These capabilities allow retailers to gain a competitive advantage and accelerate their digital transformation. Whether e-commerce continues to increase exponentially, or shoppers slowly return to physical stores, Blue Yonder supports retailers by enabling accurate, optimized, customer-centric omni-channel fulfillment. Wherever an order originates, and whatever fulfillment path is selected, Blue Yonder optimizes that journey from click to deliver.



E-commerce revenues in the US increased by

\$105B

in 2020, accelerating the pace of growth by two years.¹

¹ <https://www.digitalcommerce360.com/article/coronavirus-impact-online-retail/>

Inventory Availability and Commits

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

Inventory management is more complex than ever, as retailers increasingly serve multiple sales channels and support multiple fulfillment schemes. Service and profitability depend not just on having a real-time view of product locations, but also on understanding the time and costs involved in delivering them to the customer's delivery site of choice.

Inventory Availability and Commits solutions from Blue Yonder simplify and automate — the complex process of strategically matching every consumer order, across every channel, with the right product and the right delivery service.

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.

Only Blue Yonder provides both pre- and post-order optimization in a single engine, supported by machine learning, to truly optimize fulfillment from the earliest stage.

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

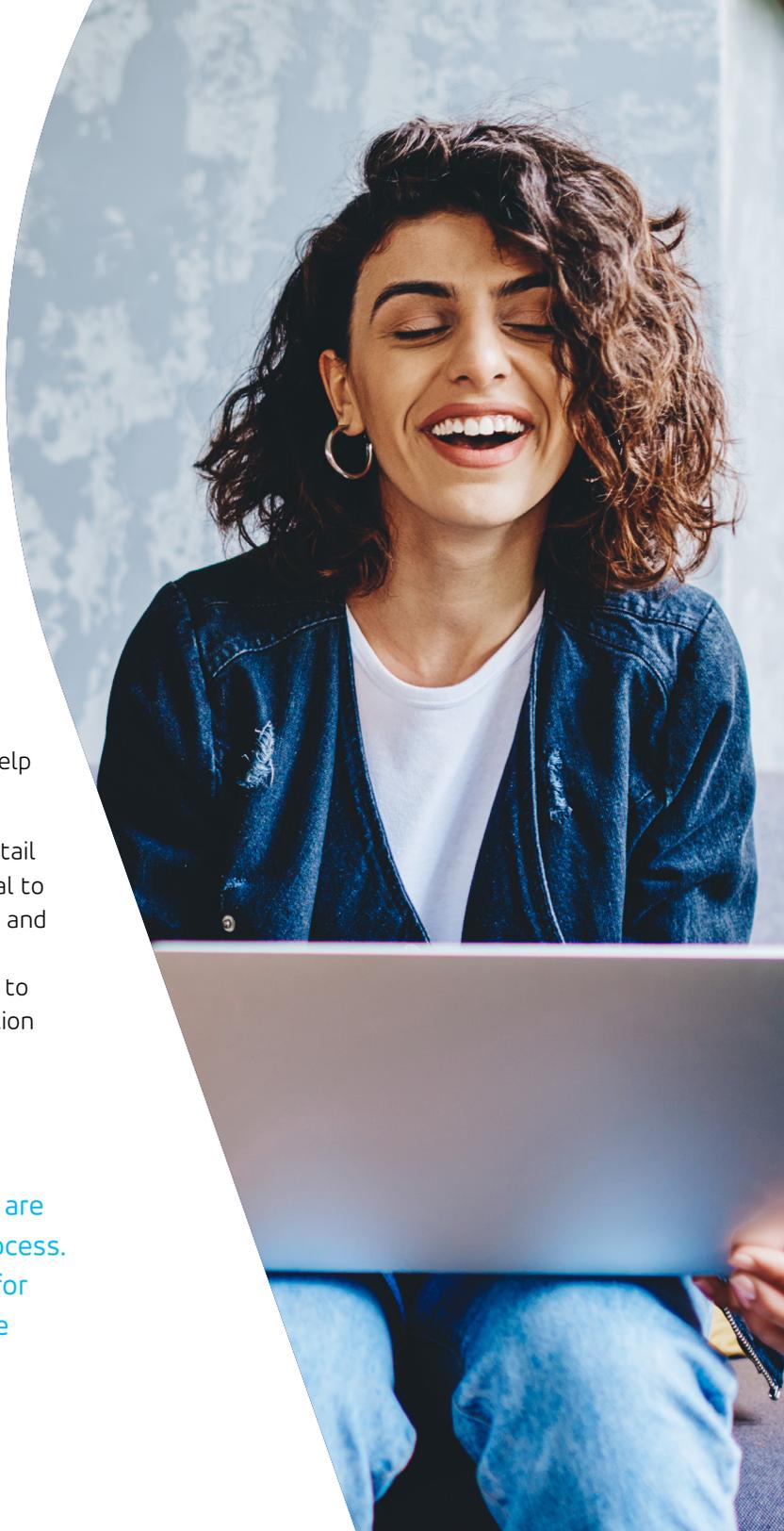
Customer Order Visibility (COV) is a real-time tracking and monitoring solution with an intuitive user experience that enables customer service, retail and other staff to search, view and modify

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.

In today's hyper-competitive, fast-paced retail landscape, visibility and accuracy are critical to maintaining lasting consumer relationships and fostering loyalty. Order Services and COV capabilities from Blue Yonder are designed to give organizations real-time order information across the entire click-to-deliver lifecycle.

The result:

Shoppers know where their products are during every step of the purchase process. Retailers have one system of record for orders regardless of where they come from or how they are fulfilled.



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 result:

Shoppers receive the right products, at the right time, through their channel of choice. Retailers benefit from leveraging existing in-store inventory to fulfill orders — reducing both markdowns in the store and excess aging inventory in the warehouse, while catering to new customer preferences.

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.



Move at the Speed of E-Commerce with Blue Yonder

In today's world, it's impossible to predict the future. The extreme demand volatility and omni-channel purchasing trends that were thrust to the forefront in 2020 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

The exponential growth of e-commerce, which seems likely to continue, has created a completely transformed landscape in which

retailers need new technology solutions to succeed. Retailers must provide omni-channel experiences that are transparent and seamless from the moment consumers click "buy" until the moment they collect the order.

With inventory and data spread across multiple, disparate systems, this challenge can seem impossible — but Luminate Commerce click-to-deliver microservices from Blue Yonder are designed to provide transformed capabilities for a transformed world.

Luminate Commerce microservices 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 and fulfillment.





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