

# Delivering a fresh, sustainable grocery experience

Delivering a fresh experience in grocery is dependent on multiple supply chains, each with their unique challenges.

## Top pressure points across the value chain



**Produce Supply Chain**

Manual and ineffective processes to manage and reduce food waste

Supplier collaboration and multi-sourcing and/or direct-to-store delivery required to meet consumer demand

Tough-to-track shelf life and corresponding challenge to optimize markdowns and corresponding margins



**Protein Supply Chain**

Cross-supply chain traceability and need to reduce waste

Fluctuating supply and pricing with livestock prices driven by export conditions, feedlot margins, weather, etc.

Optimizing the cutting and processing of primals/ sub-primals based on the consumer demand



**Dairy Supply Chain**

Need to reduce food waste

Category explosion is driving challenges with predicting assortment and sales volume

Increased competition from non-milk based dairy products like almond, soy and coconut milk



**Food Production Supply Chain**

Tough-to-track shelf life and need to determine production quantities and volume of ingredients to order

Managing raw materials and the production process in-store is challenging as ingredients are also sold to consumers directly

Managing the E2E process of production: what are the workforce requirements; what are the steps in the process; working back from the availability need with all the steps for the recipe required to get there



**Online Retail**

Conversion of "Unit per Order" forecast into a replenishment order

Understanding volume needs by zip-code to adequately plan for delivery resources

Lifecycle pricing decisions to empower personalized offers and increase customer base



## How Blue Yonder helps grocers and the environment



### Forecasting & replenishment

- Delivers highly accurate forecasts that consider 200+ demand influencers like weather, days of the week and holidays, plus their complex inter-relationships, using probabilistic forecasting algorithms, powered by artificial intelligence (AI)
- Identifies optimal order quantity, right down to specific cuts of meat, looking at factors like expected cost of waste, cost of lost sales, etc., using an AI-based true cost optimization engine
- Enables intra-day replenishment of dairy items in high-volume regions optimizing supply with date sensitive information

### Merchandising

- Provides multi-echelon allocation solver that accounts for produce by grade, size of store, available in-store inventory and store/ channel preferences for each supply grade
- Reduces spoilage with automated markdown recommendations



### Control Tower

- Real-time visibility across the supply chain with AI/ML prescriptive insights to detect, track and dynamically adjust and respond to disruptions

### Best-in-class vendor collaboration and quality control

- Provides real-time visibility and order traceability across the end-to-end value chain



**300+**  
grocery retailers

Run Blue Yonder systems worldwide. No other software supplier has the depth and breadth of supply chain planning, execution and merchandising capabilities as Blue Yonder.

Call 1.833.532.4764 to find out how Blue Yonder can help you deliver a fresh, sustainable grocery experience.