



Friction-Free Commerce with Blue Yonder's Luminate Platform

 **BlueYonder**
Fulfill your potential™

How industry-leading machine-learning and AI turn your supply chain from a cost center into a commercial weapon.

While digitalization delivers obvious benefits, too often technology innovations have been implemented by individual functions instead of reflecting a shared approach and a true end-to-end transformation.

It's nearly impossible to advance the top-level business strategy if individual functions are disconnected and operating at different levels of digital sophistication.

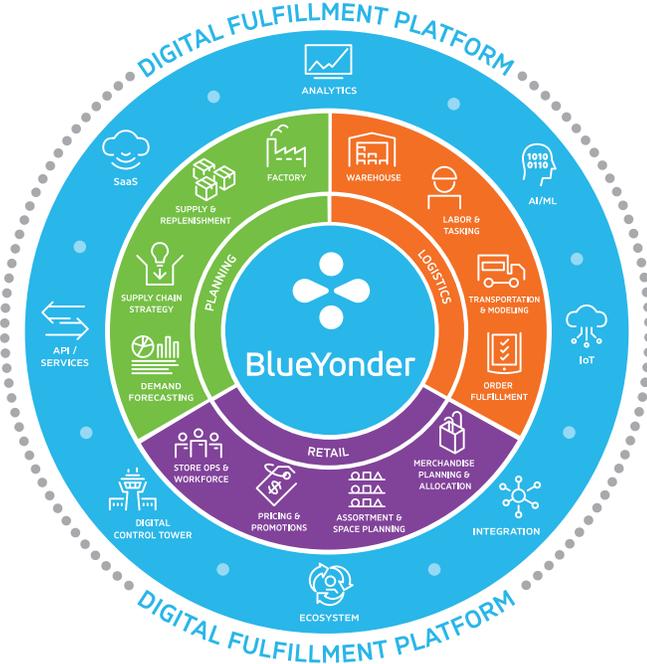
Enter Blue Yonder's platform for intelligent, integrated business planning and execution. Supported by artificial intelligence (AI) and delivering real-time responsiveness, Blue Yonder's end-to-end platform makes commerce friction-free, maximizes your existing technology investments, and orchestrates and aligns all functions around a shared set of strategic goals.

There's no question that digitalization has completely transformed many supply capabilities over the past decade, delivering a range of practical benefits such as faster delivery, lower inventory, customized assortments and more responsive manufacturing capabilities.

Unfortunately, technology investments are typically made at the functional level, and, as a result, digitalization has occurred in a scattershot, disconnected manner in most businesses. Functions which consume many resources and are closest to the customer, such as transportation and category management, may be much more advanced technologically than internally facing functions like sales and operations planning (S&OP).

However, fully capitalizing on the benefits of digitalization means unifying disparate functional tools and truly integrating them for an extremely aligned, connected supply chain. It means enacting an over-arching technology strategy that capitalizes not only on functional tools, but on advanced technologies like artificial intelligence (AI) and machine-learning (ML) to enable autonomy. It means communicating any disruptions across the entire organization to create a new level of real-time responsiveness.

How can companies hope to achieve this level of alignment and strategic focus, quickly and cost-effectively? The answer is simple: Blue Yonder's transformative platform approach.



Next-level intelligence and real-time decision making: the foundation for true market leadership

Blue Yonder's platform provides a new level of power and speed for companies seeking to leverage best-in-class technologies like AI across their entire operations. By increasing everyday responsiveness, decreasing time-to-market and supporting smarter decisions, Blue Yonder's platform delivers real financial results. It also positions your company for leadership in capitalizing on AI, ML and other best practices to achieve true supply chain autonomy.

By gathering and sharing real-time data from every function, Blue Yonder's platform enables a revolutionary degree of visibility and control. Supported by AI, the end-to-end supply chain can sense disruptions or unplanned events, wherever they occur. By leveraging what-if simulations that consider all functional impacts, the supply chain can then autonomously arrive at a fact-based decision within minutes. The right strategic response can be automatically implemented, balancing all strategic and financial considerations to achieve the best possible outcome.

Why are AI and ML such critical components of Blue Yonder's platform? Because today's business environment, and conditions across the end-to-end supply chain, are simply too complex to be managed by human cognition alone. The era of "best guesses" is over. Today's advanced AI capabilities are the only way to consider the hundreds or thousands of impacts that could be made by a single disruption, and make the right decision to support the top-level strategy.

Companies that are still trying to sense and manage disruptions across the end-to-end supply chain via human planners and functional technology tools will not succeed in today's sophisticated, accelerated business environment. The leaders are already using AI to operate their supply chains seamlessly and autonomously. Organizations that fail to capture the power of autonomy and artificial intelligence will rapidly fall behind.

Blue Yonder's platform approach: a solid technology foundation

Blue Yonder's platform leverages the industry-leading Microsoft Azure cloud solution, along with MuleSoft's Anypoint integration solution, to support a new level of accessibility and connectivity among your existing software applications and other technology assets. Via a robust application-programming interface (API) enabled environment, all your disparate tools and processes are connected in real time. By aligning these assets, your organization can work with a common set of data, sense disruptions no matter where they occur in the end-to-end supply chain, and make smart, AI-supported decisions that keep the business focused, and moving toward shared goals. Blue Yonder's platform eliminates redundant technology investments, consolidates datacenters, centralizes security and mobility functions and takes advantage of software-as-a-service (SaaS) delivery models to minimize licensing fees. Streamlined and simplified user interfaces also reduce learning curves and employee training needs.





A new level of productivity enabled by an exception-based workstyle

While supported by technology, most supply chains today still involve a great deal of human analysis and hands-on work. Blue Yonder's platform helps shift the emphasis to automation and smart, autonomous decision-making, creating a new, exception-based workstyle that maximizes productivity and efficiency.

Via enterprise-wide connectivity and an over-arching AI framework, end-to-end supply chain performance is monitored in real time. Self-service analytics enable human planners to watch operations and monitor key performance indicators (KPIs) to the right degree without over- or under-vigilance. In most cases, slight variations are self-corrected by an AI control tower, allowing the supply chain to operate without intervention or interruption.

In the event of a critical exception, a smart alerting system communicates the problem to planners, enabling a quick intervention that brings the supply chain back on track. After the initial response, human planners can leverage data and analytics to conduct a root cause analysis. Key assets can be re-aligned, resources can be adjusted and other actions can be taken to recalibrate the supply chain in keeping with the top-level strategy. Forward-looking what-if simulations assure the highest level of confidence in all decisions. Based on learning from the past, future problems can be proactively solved, positioning the entire supply network for continuous optimization.

Many of the headlines around AI and ML have focused on the fear that these advanced capabilities will replace human workers. Instead, Blue Yonder's platform utilizes these technologies to make human planners more strategic and less tactical. Their contributions have much greater strategic value, which optimizes the organization's human resources investments.

Begin capturing the benefits today

Any business can begin exploring the potential of Blue Yonder's platform to significantly improve supply chain performance in the short-term and maintain technology leadership in the long-term. The practical benefits of Blue Yonder's platform include:

- Increased autonomy. Leading companies today are focused on the goal of achieving the autonomous supply chain, one that is capable of sensing and responding to disruptions in real time, without human intervention. In order to achieve this, organizations must first closely connect their disparate technologies, workflows and data pipelines so that, for example, a materials shortage is immediately communicated to both production and sales. Blue Yonder's platform provides that level of integration.
- Greater accuracy, higher performance. By making it far easier to store, share and access data from across functions, Blue Yonder's platform allows the end-to-end supply chain to operate much more accurately, even in the face of disruptions, leading to a higher level of performance. By connecting and informing all functions, Blue Yonder's platform maximizes responsiveness and minimizes the element of surprise.
- More profitable decisions. Because Blue Yonder's platform provides a holistic, end-to-end view of the supply chain, planners can see all the trade-offs and make choices that balance internal financial results with external customer outcomes. What-if simulations enable planners to predict the probable results before any major decisions are made.
- Greater speed and agility. In traditionally configured supply chains, it can take time for a big change, such as a cancelled customer order or a missed delivery, to be communicated to all the key functional stakeholders. By sensing and communicating these critical events in real time across functions, Blue Yonder's platform supports a much higher level of speed, flexibility and responsiveness on a day-to-day basis.

- Maximum productivity, minimal training. Blue Yonder's platform also delivers a consistent, standardized user interface and shared workflows across Blue Yonder software and custom applications, making it faster, easier and more intuitive to carry out everyday tasks. Training time is minimized or eliminated as new users are brought on board. A new, workflow-guided user experience connects functions and saves time, making the most of both technology and human resources investments.

Align and optimize your technology investments, setting the stage for the future

Most companies' technology environments have evolved over time, in response to changing market needs, evolving strategic priorities and narrow functional initiatives. Blue Yonder's platform gives organizations a new chance to align their technology investments and complement them with the latest advancements in artificial intelligence and machine-learning, both quickly and cost-effectively. Companies in every industry can create autonomous supply chains that consider end-to-end data, make fact-based decisions and implement action plans that achieve real strategic results, minimizing the need for human intervention and significantly increasing productivity.

Artificial intelligence and machine-learning may seem like far-fetched scientific concepts that are out of the reach of most organizations today. However, this is simply not true. Blue Yonder's platform provides the key capabilities your organization needs to capitalize on the promise of digitalization, align your technology investments, dramatically increase your productivity and responsiveness, and realize your vision of true supply chain autonomy today.

Using Blue Yonder, you can
fulfill your potential.
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