

# Fulfill Your Potential™ with the Luminate Platform

Turn disruptions into opportunities with the only digital supply chain platform powering dynamic commerce

A photograph of a long, straight asphalt road stretching into the distance, flanked by yellow wildflowers in the foreground and snow-capped mountains in the background. The image is framed by several overlapping, semi-transparent blue shapes of varying shades and sizes, creating a layered effect.

Endless Possibilities

# Inside.

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Reimagining Your  
Future Supply Chain

**03**

---

Luminate Platform: Your Foundation  
for Success

**05**

---

Luminate Planning: Endless Visibility  
and Orchestration

**08**

---

Luminate Logistics: Seamless, Flexible,  
Integrated Execution

**11**

---

Luminate Commerce: Dynamic,  
Friction-Free Omni-Channel Commerce

**14**

---

Blue Yonder: Your Partner Today  
and Tomorrow

**17**

# Today's customer experience is increasingly a supply chain experience

From pandemics and natural disasters to geopolitical events, the many vulnerabilities of today's global supply chains continue to morph and grow. While technology provides an answer, truly transforming supply chain processes and workflows is more than integrating next-gen tech; it's about reimagining network models and user experiences to fulfill customer expectations like never before.

As companies restart and rescale their operations, future-proofing the supply chain is imperative. Tomorrow's supply chains must be connected, enabled by a core cloud-based central platform that will integrate, orchestrate and execute actions across each node of the value chain.

## A fundamental set of macro trends are further impacting the future of supply chain management:

**Digitization.** Digital technologies like artificial intelligence (AI), machine learning (ML), blockchain, hyperscale cloud, augmented reality, digital twins and virtual reality are redefining both operations and business processes.

**Industry convergence.** Manufacturers are embracing direct-to-consumer models, while retailers are pushing home-grown labels. The sustainable future is increasingly connected, with an infrastructure that supports massive volumes of data exchange and analysis across value chains.

**Regulation.** With increased interdependency across industry and national boundaries, supply chains can expect to see even more regulation from governments for risk management and traceability.

**Sustainability.** Global consumer awareness of sustainable consumption, recyclability and upcycling is changing the way manufacturers design, make, source and supply products.

**Customer experience.** Supply chains of the future need to be resilient, sustainable and intelligent as they become demand webs of the future. They will enable a new level of customer responsiveness. In the post-pandemic world, it is critical for companies to prepare for the longer term by recalibrating their digital strategies. Visionary leaders have already pioneered new omni-channel experiences to drive growth. Organizations that take control of the next normal by embracing purposeful digital transformation will gain an enormous competitive advantage.



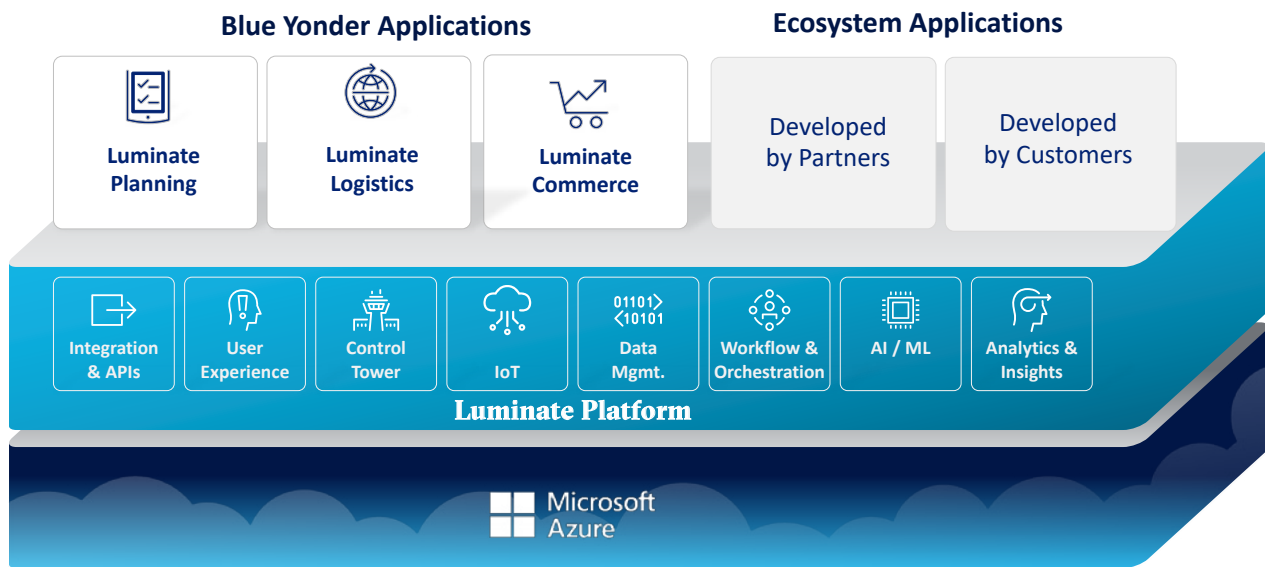
## The future of autonomous supply chain is here. It's called Luminat<sup>™</sup>.

If this sounds like a futuristic concept, then let us introduce you to Luminat, Blue Yonder's unmatched digital supply chain platform. Driven by AI and ML, Luminat is the industry's first and only intelligence-enriched, integrated technology platform that spans supply chain, retail planning, logistics and delivery in one end-to-end solution.

Delivered via a friction-free software-as-a-service (SaaS) model, the Luminat Digital Supply Chain Platform is a comprehensive solution with the scope and power to digitally connect even the most sophisticated and geographically distributed supply networks. It matches intelligent, always-on digital control towers with the integrated real-time planning, manufacturing, warehousing, transportation, commerce and labor-management capabilities needed to execute an orchestrated response. Because it runs on an underlying cloud-based platform that is smart, agile, mobile and connected, Luminat provides the real-time visibility and control that's required in an era of uncertainty.

The ecosystem is composed of three integrated solution suites: Luminat Planning, Luminat Logistics and Luminat Commerce. These are underpinned by the intelligent, cloud-based Luminat Platform and its ecosystem, featuring a business-to-business Control Tower that makes end-to-end supply chain activities both visible and actionable.

One Data | One Experience | One Ecosystem



# Luminate Platform

## Your Foundation for Success

In the era of the always connected, endlessly empowered consumer - whether you're a manufacturer, retailer, distributor or logistics service provider, you're competing to deliver a superior customer experience. Success today can only be achieved by delivering superior customer experiences whenever and wherever the customer wants it. Delivering these experiences requires a supply chain platform that is digital, comprehensive and instantaneous.

Luminate Platform is a cloud-based digital ecosystem, delivered through a SaaS model, that provides the integration, intelligence, visibility and control needed to deliver comprehensive solution suite capabilities anytime, anywhere. It leverages industry-leading artificial intelligence and machine learning capabilities to provide synchronized business planning, execution, delivery and labor solutions to optimize your business and people end-to-end. By unifying your supply network on Luminate Platform, you can better predict, prevent and resolve disruptions across your entire business, then deliver the fastest, most cost-effective and most strategic response.

Luminate Platform integrates and synchronizes forecasting, fulfillment, warehousing, transportation, labor and delivery across multiple channels, reducing the latency and inefficiencies created by disjointed systems. Performing on Microsoft Azure Cloud, it delivers seamless integration with proprietary and third-party applications via MuleSoft, extending and scaling supply chain management capabilities to support your business growth.

From a digital control tower to the expert application of cloud, AI, ML, data management, analytics, application programming interfaces (APIs) and the Internet of Things (IoT), Luminate Platform powers an improved user experience and re-orchestrated workflows across your entire supply network.



# Luminate Platform

## Key Capabilities

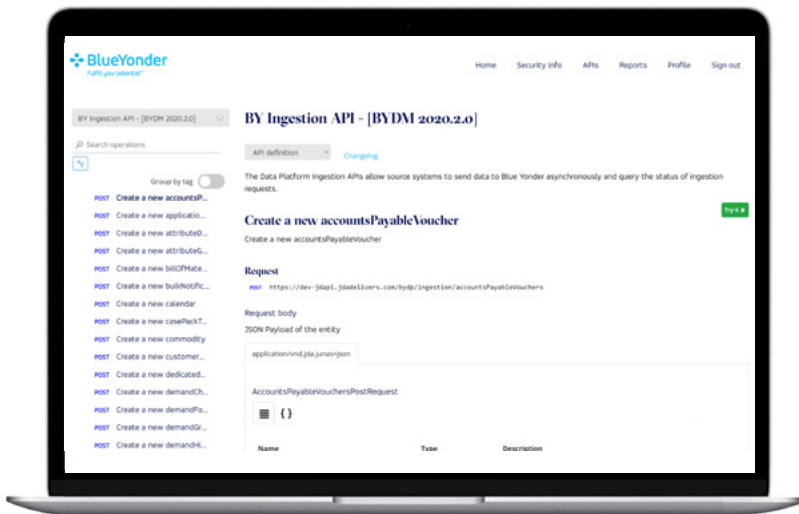
**Purpose built end-to-end supply chain.** A powerful supply chain ecosystem with continuous access to market leading, domain enriched apps that lets you to innovate and grow without adding technical debt.

**Intelligent decision making.** Empowered decision making at scale, speed and efficiency with prescriptive recommendations from AI while surfacing insights from unseen patterns with machine learning.

**Extensibility.** Flexibility to extend, customize, and innovate with agility through domain enriched microservices and APIs.

**Boost collaboration.** Create a flourishing network with a single place to find value and solutions.

**Seamless agility and innovation.** Our SaaS native platform lets you accelerate impact with compelling, tailored experiences and low-code automation.



## Key Benefits

**Real-time, end-to-end visibility and orchestration.** Views of what's happening across the enterprise and extended network, right now.

**Simplified complexity.** Deliver powerful digital-edge capabilities like ML, IoT and advanced analytics in an accessible, user-friendly format.

**Onboarding agility.** Easily accommodate the onboarding of new capabilities, configuration of new workflows and new data analysis methods.

**Fact-based, accurate decisions.** More accurate decisions empowered by value-added data, automation, analytics and ML recommendations.



“ With access to more data than we ever had in the past, our users are able to analyze and identify trouble spots in the supply chain. It has allowed them to dive deep into problem areas, tweak forecasts where needed, and resolve potential negative impacts to the company.”

**Mitsubishi Motors North America**

## Use Case Benefits

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Improved customer service while reducing inventory levels through more accurate forecast algorithms

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Ability to analyze supply chain trouble spots and resolve potential negative issues before they impact company performance

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Improved service levels during new product introductions for greater customer satisfaction

## Luminate Platform





## Luminate Planning

### Endless Visibility and Orchestration

Luminate Planning leverages a powerful digital twin foundation to intelligently predict potential problems and opportunities, offer machine learning-based recommendations for action, and pivot production, inventory, and labor plans to minimize risk and deliver with confidence. It moves beyond “read and react” supply chain management, with the ability to sense, predict and pivot using real-time information.

Luminate Planning uses AI and ML, big data, robust algorithms and predictive analytics to sense disruptions like material shortages and weather events days or even months in advance. It gives you the ability to course-correct automatically based on predictions right now, minimizing disruptions and updating the plan to provide better business outcomes.

Now you can recognize potential problems and opportunities before they impact your business, get machine learning-based recommendations for action and pivot your plan in advance.

Luminate Planning extends the value of AI and ML by providing your business with a digital demand-and-fulfillment experience that intelligently gathers real-time, network-wide data and predicts potential problems and opportunities. APIs and an extensive developer ecosystem enable seamless integration with proprietary and third-party software, creating a truly connected planning solution that spans all supply chain stakeholders.

From demand forecasting and sales planning through fulfillment and replenishment, Luminate Planning links your critical planning activities in real-time, for boundaryless, always-on planning that’s perfectly synchronized across all nodes of the supply network.





# Luminate Planning

## Key Capabilities

**Boundaryless, always-on planning.** Continuous planning helps bridge organizational silos and gaps in planning timeframes, closing the loop between demand and supply planning, the upstream and downstream supply chain, and S&OP (sales and operations planning) and S&OE (sales and operations execution).

**Integrated planning and execution.** A collaborative connected platform provides end-to-end exception visualization, prioritization and machine learning-based resolution. Users can seamlessly visualize and orchestrate the carrier and supplier network, enabled by real-time order, shipment and inventory status updates that guide all planning decisions.

**Pervasive intelligence.** Luminate Planning provides pervasive intelligence through the power of machine learning-based cognitive planning skills, yielding more accurate forecasts, disruption predictions, dynamic segmentation strategies, exception clustering schemes and advanced collaboration tools.

**Reimagined user experience.** With a workflow-based experience, users can easily see potential disruptions and opportunities, create situation rooms, collaborate, run scenarios and receive machine learning-based advice on appropriate actions.



## Key Benefits

**Closed-loop planning.** A powerful, boundaryless closed loop that is more intelligent, responsive and agile.

**End-to-end confidence.** Superior control of the entire supply chain by ensuring end-to-end visibility and orchestration of assets.

**Friction-free commerce.** Build a better planet using the industry's smartest end-to-end cognitive, connected and curated digital supply chain platform.

**Productivity and collaboration.** A user experience that is workflow-based, configurable, personalized, intuitive, and collaborative.



“ Blue Yonder provides comprehensive, scalable, cutting-edge technology enabled supply chain planning solutions for manufacturers, wholesalers and retailers across a diverse range of industries. Blue Yonder’s unique selling point lies in innovating and collaborating with customers to create agile and responsive supply chains for the future.”

**Mahindra & Mahindra**

## Use Case Benefits

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10% Overall reduction in inventory quantity

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Leveraging Blue Yonder for overall segmentation  
- 6% reduction of inventory value  
- 4% reduction of inventory quantity

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Leveraging Blue Yonder for location-based segmentation  
- Overall 6% reduction of inventory value



**Luminate Planning**



## Luminate Logistics

# Seamless, Flexible, Integrated Execution

Luminate Logistics provides the industry's most innovative and cost-effective end-to-end execution platform to drive flexible, fully autonomous distribution networks. Built on top of the industry's first AI- and ML-based supply-chain platform, the solution enables real-time end-to-end visibility, dynamic capacity management, prescriptive decision-making and proven automation and optimization across transportation, warehousing and labor-related processes. It helps you recognize logistics execution problems before they happen, get recommendations for actions, and minimize risk while capitalizing on a broader set of opportunities revealed via much earlier detection and prescriptive responses.

Luminate Logistics is a one-of-a-kind solution that leverages machine learning and artificial intelligence to help automate actions and decision-making and drive truly autonomous logistics operations. Delivered in a SaaS environment, these solutions support real-time responsiveness required by today's fast-changing logistics environment.

Whether issues arise in transportation, warehouse, labor or anywhere in the networks, the solution equips you to pivot your business and operations in advance, positioning your organization to seize new opportunities and minimize risk. Our hundreds of customers have increased service levels by up to 40%, reduced transportation costs by up to 10%, reduced warehouse and labor costs up to 50%, and eliminated manual tasks of up to 80%.





## Key Capabilities

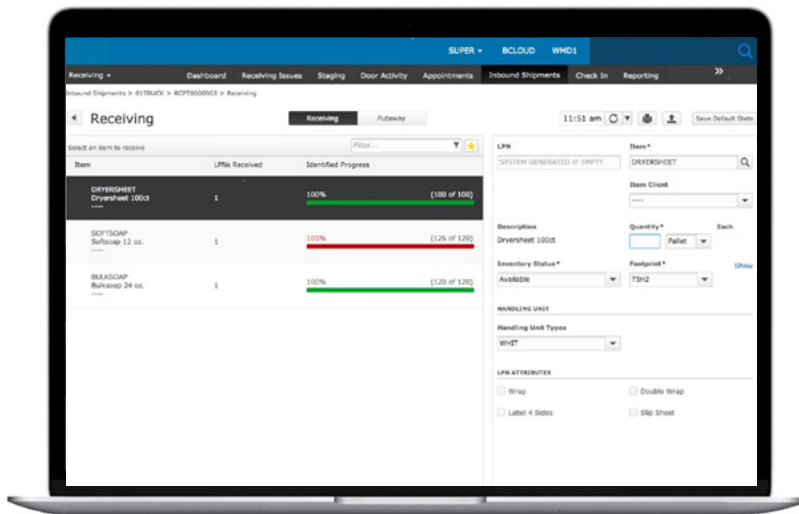
**Unified Logistics Operations:** Plan, execute, and orchestrate end-to-end logistics operations and manage by exceptions.

**Digitally Connected Ecosystem:** Gain access to networks and marketplaces for dynamic capacity and pricing of freight and last mile providers.

**Optimize Transportation, Warehouse and Labor:** Seamlessly plan, orchestrate, and optimize resources (humans, robots, and trucks), space, movement, inventory and orders.

**Real-Time Visibility and Orchestration:** Gain operational and real-time visibility of supply, inventory, distribution, and customer order fulfillment. Use AI/ML to predict problems and resolve issues for flawless execution.

**Resource Orchestration:** Track labor and scheduling across operations. Improve automation and performance standards across all resources.



## Key Benefits

**Lower overall cost to serve:** Improve efficiency and lower cost to serve from supply to customer delivery, from farm to table, from factory to consumer.

**Improved delivery performance.** Maximize your delivery performance and service levels across multiple channels, including direct-to-customer.

**Enhanced customer experience.** Sense, predict and pivot when disruptions occur, increasing long-term loyalty with real-time visibility of inventory across warehouses, transportation assets and store locations.

**Improved agility and resilience:** Take your execution to a new level of agility and resilience via integrated labor management, iterative transportation and warehouse planning, and resource orchestration. robotics onboarding and resource orchestration.



“ We have to continually evaluate transportation costs, warehouse costs and service levels. Blue Yonder solutions can show us the impact in service levels, and transportation and warehouse costs, as well as how we can improve the service levels.”

**DHL**

## Use Case Benefits

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60% reduction in implementation time for robotics

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80% savings in training time for employees on the deployed technology





## Luminate Commerce

### Dynamic, Friction-Free Omni-Channel Commerce

Today's retail experiences are powered by dynamic commerce strategies that combine real-time transactional systems with supply chain planning, forecasting and fulfillment solutions. Luminate Commerce is a unified solution that delivers real-time visibility and actionable insights to source, promise and fulfill orders while creating exceptional, personalized experiences to end consumers. You can improve order sourcing, extend localization options, and modernize availability and sourcing capabilities.

Built on the Luminate Platform and powered by AI and ML, this solution is customer- and context-aware, engineered to deliver the speed and convenience consumers expect today. It supports responsive integrated business planning, including game-changing demand planning capabilities. The result is a new level of forecast accuracy, no matter the degree of market volatility. Supported by real-time data and granular insights, you can instantly pivot, adapt and refocus your inventory, space, pricing, workforce and operations to new changes in demand.

The speed and efficiency with which you need to fulfill customer orders requires real-time inventory visibility, complemented by an intelligent order management and execution system. Blue Yonder, supported by capabilities from Yantriks, provides your business with the ability to make real-time sourcing and order promising decisions based on inventory across the network, and deliver the right product, at the right time, to a customer's channel of choice.



# Luminate Commerce

## Key Capabilities

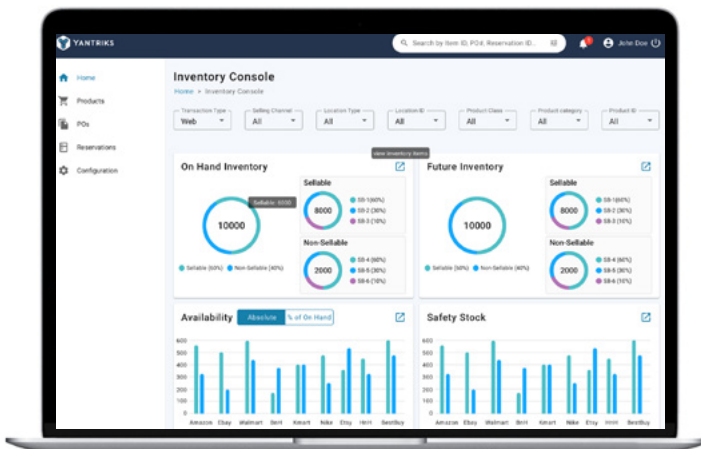
**Category management.** Luminate Commerce gives you the ability to implement space and floor planning and carry out assortment planning quickly, efficiently, and consistently with real-time data. Its space-aware assortment planning incorporates a wide range of data to generate localized recommendations.

**Lifecycle pricing.** Retail is a fast-moving market with rapidly evolving customer demands and intense competition. It's imperative to be as agile as possible when it comes to pricing. Luminate Commerce uses AI/ML to make optimal pricing decisions by innately understanding local customer behaviour.

**Inventory availability and orchestration.** Change the game for your customers with accurate, real-time inventory availability during the shopping process. Luminate Commerce is a single source of truth for inventory availability and order fulfillment powered by AI/ML. It provides optimization intelligence to profitably fulfill orders.

**Digital fulfillment.** Fulfill customer orders in the most efficient manner with cloud-native services that enable operations to manage inventory and resources, and use existing Pick, Pack and Ship bullets you already have.

**Store operations.** With Luminate Commerce, you can power store operations to focus on what's most important via merchandise planning, workforce management and store execution capabilities. Now you can provide the right products, at the right place and price, to meet customer expectations with sub-vertical precision.



## Key Benefits

**Personalized service.** End-to-end fulfillment transparency, from search to checkout, ensures your consumers receive the service they expect.

**Predictive results.** Provides real-time visibility to deliver consistent, predictable results from demand sensing and forecasting through fulfillment.

**Unified omni-channel fulfillment.** Deliver the right product, at the right price and time, to the customer's channel of choice.

**End-to-end supply chain visibility.** Accurately view customer order status, as well as pick-up/drop-off availability levels to enable "click-to-get" e-commerce via inventory availability and fulfillment capabilities, prescriptive workflows and integration with a network of last-mile providers.



“ We needed a solution that would make the right assortment decisions in merchandising, utilize retail space efficiently in each store and execute and maintain schematic plans. That naturally led us to Blue Yonder.”

**AEON**

## Use Case Benefits

Improved customer satisfaction from increased on-shelf availability of enhanced product assortments based on local demand and plan schematics

Increased profitability through reductions in out-of-stocks and obsolete merchandise

Rapid return on investment and around-the-clock support through cloud-based deployment



**Luminate Commerce**





# BlueYonder

## Your Partner Today and Tomorrow

These combined capabilities represent a paradigm shift designed to capitalize on the characteristics of a rapidly changing digital world. It is a vision of a homogeneous planning and execution environment, unified by user-experience and driven by self-learning systems that are business outcome oriented and designed to thrive on complexity. The platform is designed to exceed 98% accuracy on automated decisions which means your teams can focus on higher value work tied to strategic goals.

In an increasingly volatile business landscape, Blue Yonder provides seamless, friction-free commerce, empowering every organization and person on the planet to fulfill their potential. Blue Yonder's machine learning-driven digital fulfillment platform, Luminate, enables clients to deliver to their customers when, how and where they want it.

## Future-proof your business, no matter what the future holds.

The traditional, linear model of supply chain is being upended today, as digitization and connectivity enable new business models. Implementing a supply chain that is challenge-ready, connected, collaborative and circular is key to managing disruptions and volatility, while simultaneously meeting both financial and sustainability goals for the future.

Whether faced with an outbreak like COVID-19, an extreme weather event, new environmental regulations or another unforeseen supply chain disruption, Blue Yonder can provide the advanced supply chain technologies that allow you to plan for, and instantly adapt to, changing circumstances.

# Market Leadership

<sup>1</sup>STORES Top Retailers 2019, National Retail Federation, July 2019

<sup>2</sup>This number represents Blue Yonder's independent analysis of The Gartner Supply Chain Top 25 for 2020 listing, published May 19, 2020

# 95%

Customer Retention Rate

# 430

Patents granted and pending

# 73

Of the top 100 retailers use Blue Yonder<sup>1</sup>

# 21

Of the Gartner Supply Chain Top 25 are Blue Yonder customers<sup>2</sup>



## Named a Leader in three Gartner Magic Quadrants!<sup>1</sup>

Gartner Magic Quadrant for Transportation Management Systems

Gartner Magic Quadrant for Warehouse Management Systems

Gartner Magic Quadrant for Supply Chain Planning Solutions

<sup>1</sup> "Magic Quadrant for Supply Chain Planning Solution," Amber Salley, Tim Payne, Pia Orup Lund, 22 February 2021; "Magic Quadrant for Warehouse Management Systems," Simon Tunstall, Dwight Klappich, 6 May 2020; "Magic Quadrant for Transportation Management Systems," Bart De Muynck, Brock Johns, Oscar Sanchez Duran, Carly West, 30 March 2021.

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## Our Values

Our core values unite us. They make us unique and set us apart from our competitors. They are what we believe in and what carry us through our days. They drive our success – and the success of our customers.



**Empathy**

We listen and are aware of others' perspectives.



**Results**

We are obsessed with delivering customer value.



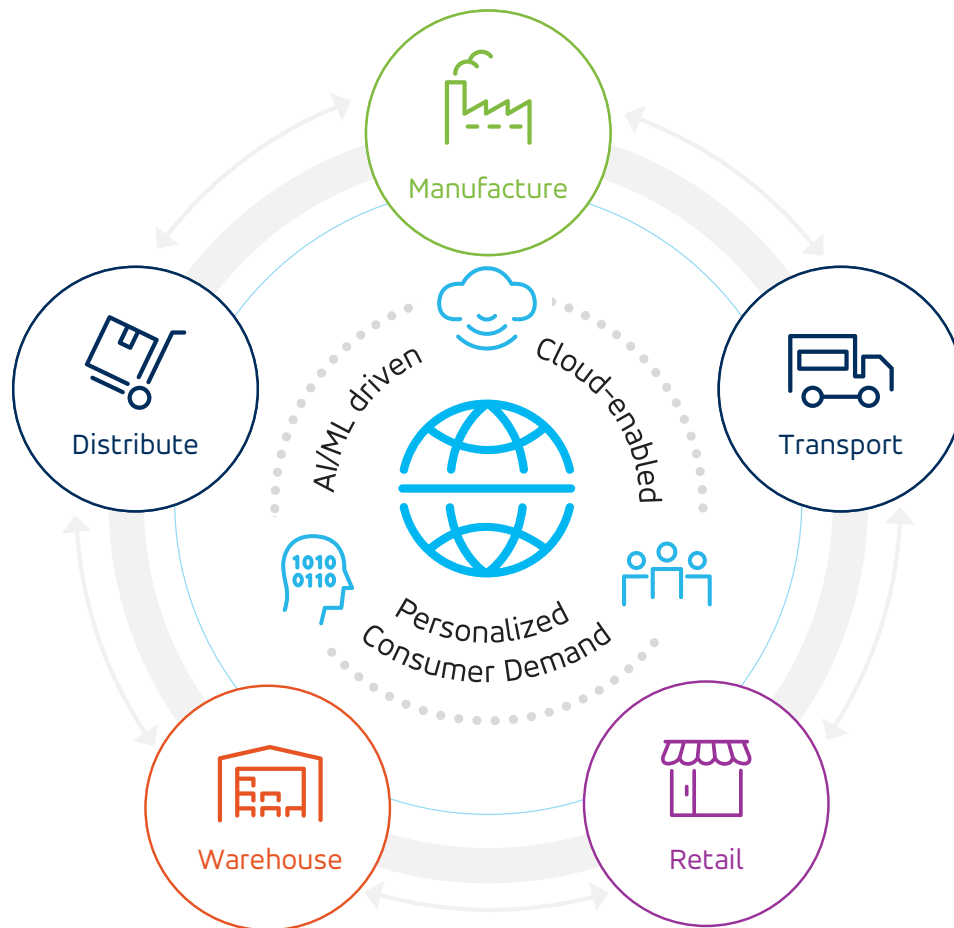
**Relentless**

We relentlessly drive new learning and innovation.



**Teamwork**

We candidly and respectfully collaborate.



## Digital Supply Chain Platform

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3,300+ Global Customers

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2M+ SaaS users/76 countries

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Global leader in rapidly growing/evolving manufacturing and retail markets

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End-to-end software solutions power more profitable, mission-critical decisions

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Largest pure play SaaS provider addressing the supply chain market

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\$30B billion global TAM with 12% CAGR

## Customer-Centric AI-Enabled Supply Chain Solutions

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Fastest, most cost effective, sustainable response to demand

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Synchronized forecast, warehouse & transportation execution, and delivery via multiple channels—reducing latency driven by disjointed systems

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Real time visibility derived from edge technologies and supply chain orchestration driven via machine learning



 **BlueYonder**  
Fulfill your potential™

At Blue Yonder, we're fearless leaders. We're the leading provider of end-to-end, integrated retail and supply chain planning and execution solutions for more than 4,000 customers worldwide. Our unique solutions empower our clients to achieve more by optimizing costs, increasing revenue and reducing time to value so they can always deliver on their customer promises.

[Learn more at blueyonder.com](https://blueyonder.com)

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