

 **Luminate Retail**

Store Operations

Create more agile, profitable and customer-centric stores with support from Blue Yonder



Versatile capabilities from Blue Yonder, tailored to the needs of your stores

Managing day-to-day store operations is a complex job. Your store managers have to think on their feet as they balance customer service with important business objectives such as reducing food waste, managing cash and preventing fraud. Not only do your managers need to be well-informed, but your associates need to be on-task, because multiple factors impact how shoppers experience your stores and your brand. Just one bad experience and today's choosy, time-strapped consumers will shop elsewhere.

To stay competitive, you need a single platform that transforms store operations, both back-office and front-of-store. As part of its Luminate Retail portfolio, Blue Yonder offers store operations capabilities that optimize back-office tasks so your managers can put more time and energy into managing the front of the store, serving customers and increasing sales. Blue Yonder can help your stores run as smoothly and efficiently as possible, dramatically improving your customers experience.

Achieve a full view of your stores' operations

Store operations capabilities from Blue Yonder drive sales and reduce costs by giving you a full view of your inventory lifecycle, with comprehensive forecasting, ordering and replenishment capabilities, as well as item and price management, fuel operations, employee scheduling, and time and attendance management.

Store operations solutions from Blue Yonder are accessible and customizable, with an intuitive user interface that's easy to learn, helping you to save time and training resources. User-specific profiles make it easy to provide different types of associates with just the information they need for their job role. And, if your company relies on connected mobile devices for day-to-day tasks, Blue Yonder has you covered, with a mobile and tablet environment that helps managers work smarter, not harder, from anywhere in the store.

Key benefits:

- Better decision-making across all stores, with near and real time data reporting and dashboards to help you track KPIs
- Improved pricing and promotion management, so you can determine the best pricing strategy
- Financial management dashboards that give you command of budgets and invoices, reducing cash shrinkage and aiding in loss prevention
- Advanced workforce management to increase staff efficiency by personalizing associates' tasks and monitoring performance
- A mobile user interface (UI) that lets managers and associates work freely anywhere in the store on their mobile devices, unlocking greater efficiency and improving the customer experience

Right-size your inventory and reduce costs

Inventory spoilage and shrinkage can destroy your profit margins. By leveraging store operations capabilities, convenience store chains have been able to reduce site-level inventory by 5 to 10%, thanks to increased inventory visibility and control. Blue Yonder's integrated forecasting engine and inventory ordering capabilities help you optimize ordering based on expected demand, which helps reduce waste while increasing service levels.

Decrease shrinkage and guarantee freshness

As shoppers demand more fresh product options, Blue Yonder has helped its customers reduce shrinkage by as much as 25% thanks to improved inventory visibility and tracking. The system helps your associates know how to handle temperature-sensitive and date-sensitive products to reduce spoilage, so perishable products maintain optimal levels of freshness and availability.



Reduce out-of-stocks and keep shoppers happy

Your customers are probably in a hurry, with specific needs and wants. If they find empty shelves, it's a good bet they'll look for somewhere else to shop next time. Store operations capabilities help prevent lost sales by reducing out-of-stocks. In fact, Blue Yonder users have seen a revenue lift of up to 4% due to improved stocking and forecasting practices. And, with optimized associate tasks and more effective performance management, store staff can spend less time on non-selling activities and more time focused on customers.

Deploy and update quickly via a SaaS delivery model

If you're ready to move faster and reduce your on-premise IT spend, Blue Yonder can help you unlock the added agility and cost savings of a software-as-a-service (SaaS) delivery model. By partnering with Blue Yonder, your business can achieve a faster implementation and automatic technology upgrades. By leveraging store operations via a SaaS delivery scheme, you can stay up-to-date with the latest features and functionality, as well as a solution that's optimized for your specific business needs. The result? Greater peace of mind and a larger long-term return on your investment.

Inventory shrinkage reduced by as much as

25%

Site-level inventory reduced by

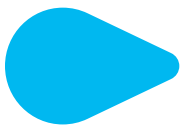
5-10%

Store manager labor hours reduced by up to

15%

Revenue lift through better workforce utilization and improved price management of up to

4%



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