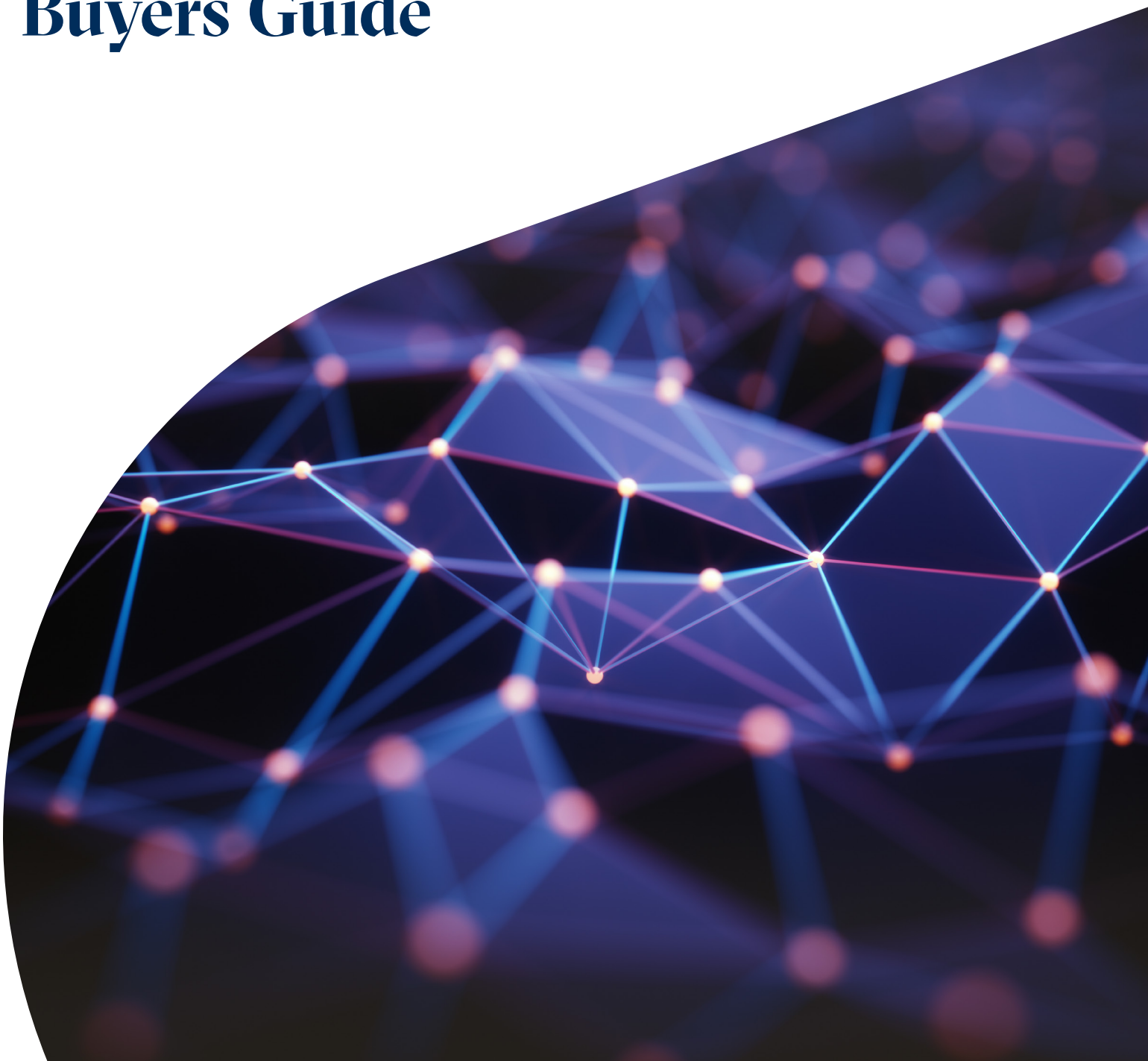


The Autonomous Supply Chain:  
End-to-End, Responsive and Synchronous

# Luminate Platform Buyers Guide



# Status Quo is Not an Option

The market doesn't walk anymore, it runs, live-streaming stats in real-time.

The same can be said of supply chains, going from linear logic to customer-centric commerce. Over the last decade, digitization of processes has yielded insights that afford manufacturers and retailers to be more responsive to demand surges. With physical and digital flows converging, this allows the shift from product-centric to service-centric business models. Firm boundaries become less important and coordination across the value chain becomes much more fluid.

Supply chains become living, fluid ecosystems coordinated by central platforms.

The state of digital ecosystems

# 82%

of execs expect some form of change to their business model by 2021.

Source: [Gartner](#)

# \$60T

Global revenue pool for digital ecosystems.

Source: [McKinsey](#)

# 78%

Of supply chain leaders embrace becoming ecosystem orchestrators.

Source: [Accenture](#)

# The New Ecosystem Ethos

Today's customer experience is increasingly a supply chain experience. This means bringing together end- to-end systems that begin with the very start of the shoppers' journey and then organizing the entire supply chain around their preferences and choices. This modern ecosystem requires thinking beyond technology as feature sets, and more as part of the end user experience. This new normal requires an approach to technology that is as much about connectedness, openness and value-enhancing as it is about serving customers better, faster and easier.

**This new ecosystem ethos looks at how data drives experiences.** It also serves as the foundation for agility and business innovation, unlocking business value in processes all across the supply chain.

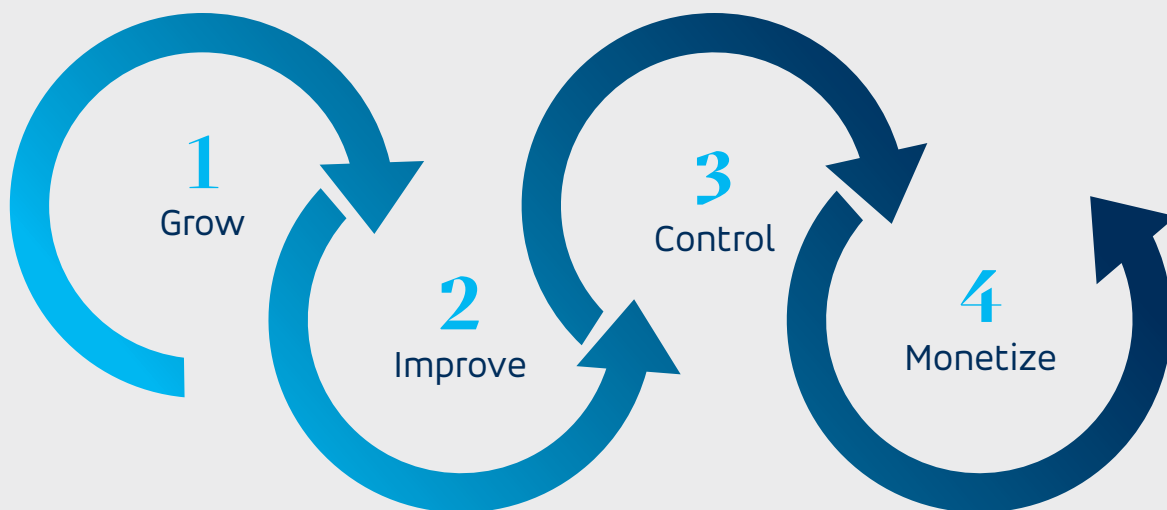
Stimulate network effects

Expand into adjacent markets

Own the value chain

Maximize ecosystem value creation

## Orchestrator's Guide to a Platform-based Ecosystem



### 1-Grow

- Stimulate network effects
- Expand into adjacent markets

### 2-Improve

- Provide best in class functionality and services
- Decide on an open or closed structure
- Create tailored experiences

### 3-Control

- Minimize multihoming
- Own the value chain

### 4 Monetize

- Maximize ecosystem
- Value creation

# What makes a Supply Chain Platform?

With digitalization ever disrupting industries, processes and ways of working, every company has to rethink the next level of operational effectiveness. Mega trends impacting Supply Chain 4.0 include the Internet of Things, robotics, big data and advanced analytics. As we automate and analyze everything, precision and accuracy become imperatives.

Supply chain management's newest disruptor is the platform economy. Platforms provide rich pools of clean, uniform data integrated with AI and ML that acts as a single source of truth.

## Game Changers

- Single source of truth providing comprehensive data management
- Real-time visibility and control
- Integrated solutions to simplify complexity
- Predictive, prescriptive insights
- Enterprise scale UI and UX

## Key attributes required for a flexible, adaptable supply chain:



### Economy

- Efficient use of resources
- Common services
- Unified data model
- Consistent user experience
- Rapid time to value
- Simplification
- Democratization
- Scalability
- Reduced total cost of ownership



### Connectivity

- Integration services
- Ecosystem engagement
- Interoperability
- API accessibility
- Network enablement



### Adaptability

- Change to fit environment
- Innovate
- Configure
- Customize
- Extend
- Flexible
- Unique creation
- Upgradable
- Continuous improvement
- Agile

# Key Attributes

Today's customer expects the ultimate experience, seamless and flexible. Building this requires organizations to think about how to incorporate new technologies into supply chain processes. The future is SaaS based offerings delivered on top of a common platform to enable innovation, customization, connectivity, extensibility, and differentiation.

	Why it's important	What to look for
Economy	<ul style="list-style-type: none"> <li>• Common tasks for building, deploying, operating and extending</li> <li>• Standardization of repeated tasks</li> <li>• Build once, use many times</li> <li>• Central repository for commonly used data</li> </ul>	<ul style="list-style-type: none"> <li>• Democratization of technical components</li> <li>• Unified data model</li> <li>• Open access to end users</li> <li>• More leverage from investments</li> </ul>
Connectivity	<ul style="list-style-type: none"> <li>• Single ingestion of data with multi-use access</li> <li>• Data integration and value realization</li> <li>• Cost savings and risk reduction</li> <li>• API accessibility</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of insights unlocked</li> <li>• Risk reduction use cases</li> <li>• Ecosystem engagement and network management</li> <li>• Interoperability of deployed solutions</li> <li>• Reduction in latency</li> </ul>
Adaptability	<ul style="list-style-type: none"> <li>• Reconfigure for changing process needs</li> <li>• Reduction in project overhead</li> <li>• Flexibility to decouple architecture and solutions operations from services</li> <li>• Ability to change without disrupting the entire environment</li> </ul>	<ul style="list-style-type: none"> <li>• Capabilities to engage with solution footprint</li> <li>• Real-time responsiveness to adapt to an ever-changing environment</li> <li>• Ability to create new IP to respond now and build for the future</li> <li>• Continuous improvement baked into the framework</li> </ul>

## Take Supply Chain to the Next level with Blue Yonder



### Fastest, most reliable path to ROI.

Robust, proven application portfolio deployed with pre-configured best practice expertise resulting in fast time to value.



### Generates value from whitespace.

Solutions deployed on a common platform with common services and user experience breaks down silos, enables ecosystem and interoperability, and extends accessibility and engagement reach of your employee base.



### Enables differentiation and scale.

Innovate, customize, extend to create unique IP via UX tooling and API access, all supported by a technology stack that's designed to scale to your business needs.



### Future-proofs your investment.

Built on modern technology, ensuring continuous improvement is delivered and adaptability to changing supply chain and technology environments is enabled.

# The Visibility Imperative

You can't connect the dots without collecting the dots. With little room for error, the key to anticipating the unexpected lies in a digitized supply chain that can predict demand and manage inventory projections. Traditional management techniques have to be rethought and injecting real-time visibility should be the first step. Without comprehensive visibility, pain points are left unresolved, informed decisions cannot be made, ultimately resulting in an inability to execute efficiently.

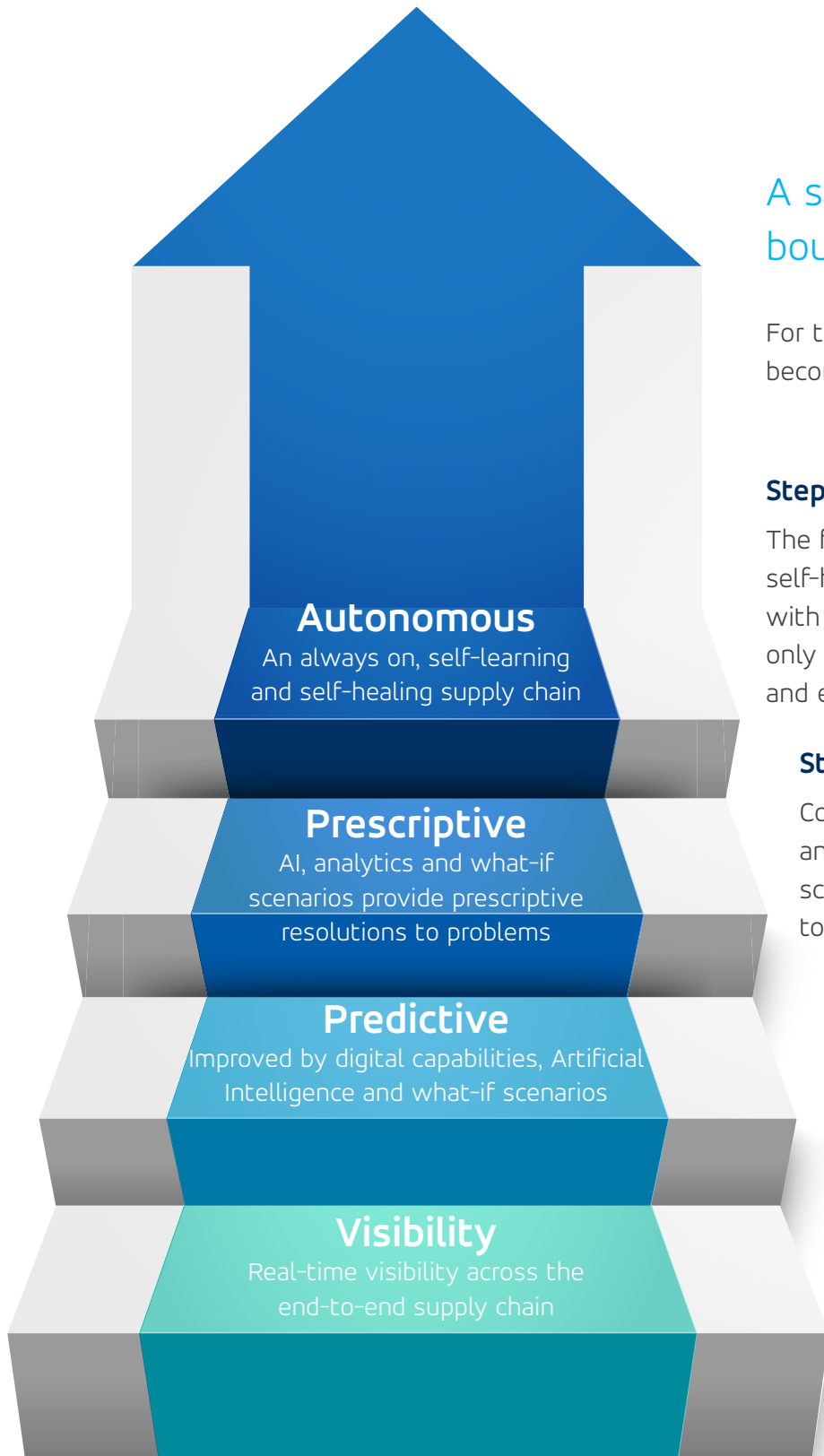
How can you intelligently control your supply chain with the real-time visibility and control needed in an era of uncertainty? End-to-end supply chain visibility.

The rise of digital platforms enables not only greater collaboration within the business, but with the extended network. To help protect against unexpected supply and demand surges, supply chains have to "uberize" the ecosystem to enable agility and flexibility.

## Negative Consequences of Limited Visibility

- Without a central way to manage data, businesses can't make informed decisions.
- Increased complexity with time-intensive, manual, and error-prone preparation of supply chain analysis.
- Inaccurate prioritization and decision-making based on outdated, manual and disparate data sources.
- Limited insight and siloed operations resulting in lags in responsiveness and decision-making.
- Unable to meet customer needs due to limited collaboration and communication within the organization and across the extended network.

# Steps to an Autonomous Supply Chain



## A supply chain without boundaries

For the supply chain of the future to become autonomous, it must evolve.

### Step Four: Autonomous

The final stage: an always on, self-learning and self-healing supply chain. Using real time data with continuous AI and ML, this supply chain not only predicts and prescribes outcomes but acts and executes decisions.

### Step Three: Prescriptive

Concrete decisions starts with prescriptive analytics. Use AI, analytics and what-if scenarios to provide prescriptive resolutions to problems.

### Step Two: Predictive

Predictive analytics is improved by digital capabilities, AI and what-if scenarios, like a GPS, but requires the user to decide which scenario to take and how to execute it.

### Step One: Visibility

The first step of the journey is to provide visibility of data in siloed planning systems. Typically achieved using business intelligence tools, but often provides a static, out of date picture.



# Critical Capabilities

Supply chains are poised for its greatest transformation: an end-to-end model that understands the meaningful moments in the customer experience and a thoughtful design that lets businesses respond to demand changes and extreme disruptions.

### The rise of supply chain platforms means:

- Standardization of tools and processes
- Data available on a level playing field and now a natural resource to the organization
- The creation of networks and harnessing the effects for value sharing

### The power of a shared platform requires critical capabilities across core areas:

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<b>Business Automation &amp; Intelligence</b> Intelligently orchestrating resources across and outside the enterprise	<ul style="list-style-type: none"><li>• Empowered decision-making with real-time data:<ul style="list-style-type: none"><li>– Prescriptive recommendations from AI</li><li>– Scenario-driven analysis with performance impacts</li><li>– Automated decisions with exceptions</li><li>– Process-focused dashboards and analytics</li><li>– Collaborative situation rooms</li></ul></li><li>• Improved user experience with personalized dashboards for multiple personas</li></ul>
<b>Single System of Truth</b> Creating business value from supply chain enabled services	<ul style="list-style-type: none"><li>• Delivering single source of truth for:<ul style="list-style-type: none"><li>– Applications</li><li>– Machine Learning and Analytics</li><li>– APIs</li></ul></li><li>• Single data model for all supply chain-related data, enriched with 3rd party data services, IoT</li><li>• Extending and integrating workflows and apps</li></ul>
<b>Single Pane of Glass</b> Driving adoption and collaboration to increase productivity	<ul style="list-style-type: none"><li>• Meet the needs of a modern workforce with an anytime, anywhere model</li><li>• Unified, engaging experiences across devices, powering onboarding and user adoption</li><li>• Improved productivity by surfacing the most meaningful information to the user</li><li>• Empowered experience with intelligent decision support and automation</li></ul>
<b>Network Effect</b> Creating business value through agility & innovation	<ul style="list-style-type: none"><li>• Agility &amp; innovation with a single system of record</li><li>• Lower total cost of ownership with SaaS providing scale and optimization</li><li>• Future proofing investments with a platform to innovate and grow without adding technical debt</li></ul>

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# Foundation for Success

Luminate Platform lets you build your end-to-end supply chain experience with a single view of data and extensible processes. Integrate Platform-as-a-Service (PaaS) in the supply chain with industry-leading AI and ML capabilities, prescriptive recommendations, a single data model and workflow-driven user experiences.

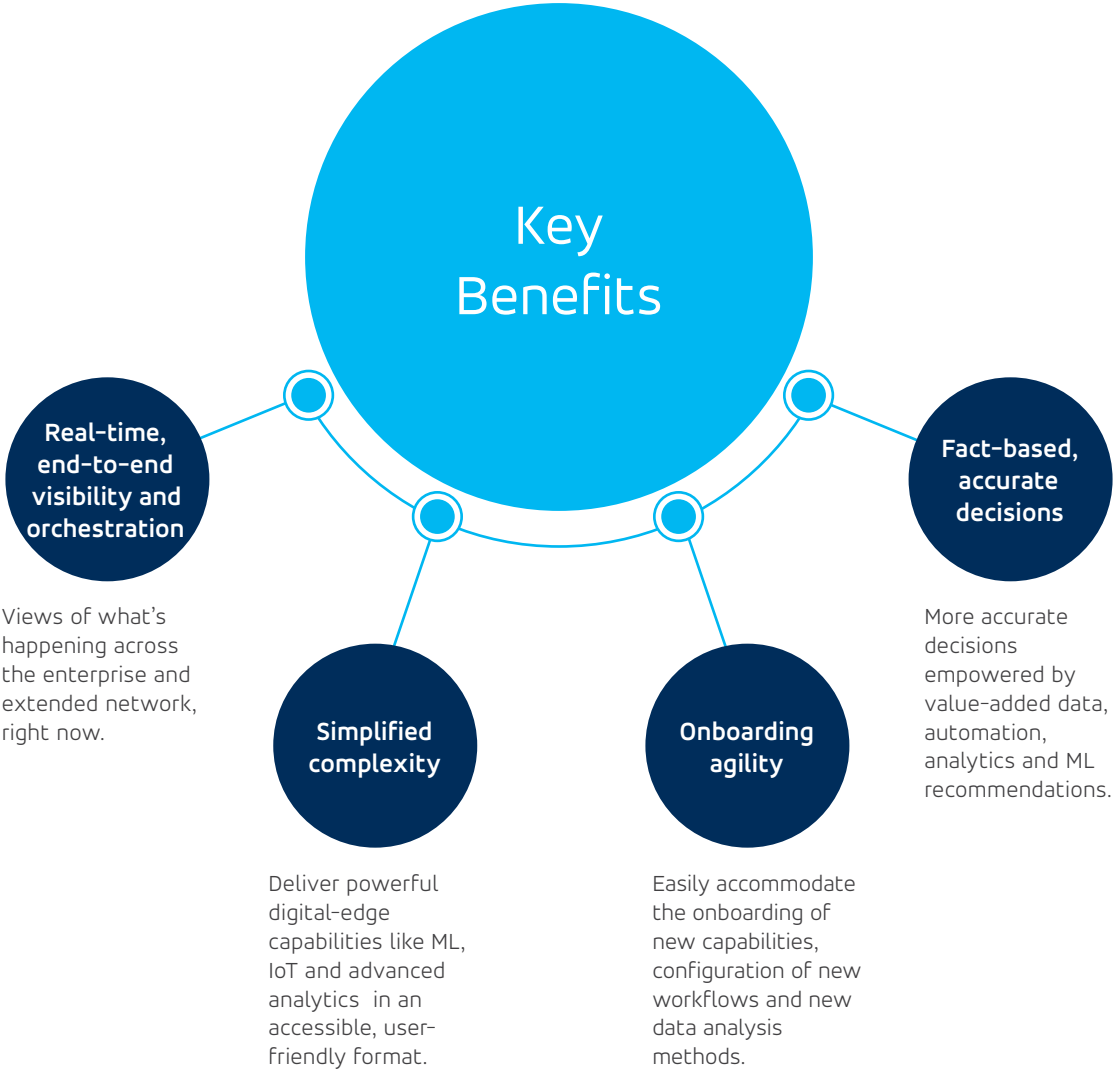
**Get ready to innovate, customize and extend with differentiation.**



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**Get ready to innovate, customize and extend with differentiation.**



# Luminate Platform

## Key Features

### Purpose Built

- Future Proof Investment for Growth: Platform to innovate and grow without adding technical debt.
- Lower Total Cost of Ownership (TCO) with SaaS providing scale and optimization.
- Single Source of Truth for Applications, Machine Learning and Analytics and APIs.
- Single data model for all supply chain-related data enriched with 3rd party data services, IoT.

### Extensible

Extend and integrate workflows and apps:

- Extensible to other applications via rich API.
- ERP, CRM, third-party extensions.
- Custom-built applications.
- Create value-add applications designed to lower costs or grow revenue or loyalty.
- Build applications to be marketed and sold to Blue Yonder customers.

### Intelligent

Empowered decision making with:

- Prescriptive recommendations from AI
- Scenario-driven analysis with performance impacts
- Automated decisions with exceptions
- Process-focused dashboards and analytics
- Collaborative situation rooms
- Machine learning surfaces insights from unseen patterns

### Collaborative

- Single pane of glass lets you work across departments with an intuitive user interface.
- Create process-driven workflows that optimize work and reflect policy.
- Collaborate with internal associates and with external trading partners.
- Drive business decisions utilizing real-time data leveraging data from diverse data sources – internal, external, IoT, events – synthesized into one central source.
- Improve user experiences with personalized dashboards for multiple personas.

### Seamless

Agility and Innovation

- Leveraged development
- Single system of record accelerates innovation
- Platform application co-efficient

# Luminate Platform for Developers

Developers are charged with building a more fluid supply chain for people, processes and objects across the ecosystem. Just as important, they are building the foundation for network effects that will lead to durability, stronger value creation and lasting competitive advantage. For today's developers, building this intelligent enterprise means:

- Build apps that evolve multi-experiences into a total experience.
- Break down silos, automate across functions, and communicate across departments.
- Help their orgs to think holistically about automation and how it underpins workflows.

As developers restructure supply chain logic, a platform approach means less waste and less applications. It means transforming how resources are consumed. It means orchestrating resources for new revenue models. It means shifting to an outcome driven business model.

With Luminate Platform, developers can extend, integrate and customize complex workflow-based apps in the cloud.



Platform  
for SaaS  
Apps



Configure  
and Extend



APIs and  
Connectors



Augmented  
Data Sets



Blue Yonder  
Network

# Orchestrating the Next Supply Chain

As supply chains recover and re-imagine the next, they need a platform that is trusted, outcome driven and predictive. Tomorrow's supply chains will be connected and self-orchestrated ecosystems. Next-level supply chains will be connected end-to-end with data continuously available. With AI the new norm, combining digital applications and operational changes are the building blocks to resiliency that stands the test of time.

## Key steps as you begin orchestrating your next-gen supply chain:

### Establish the vision

- Build end-to-end supply chain investment case
- Map out implementation journey and quick wins to gain employee and stakeholder buy-in

### Get the basics right

- Identify silos across teams (operations, procurement, logistics, sales, marketing & IT)
- Map a couple of quick wins to gain employee and stakeholder buy-in

### Set up agile budgeting to enable rapid execution

- Build the business case for leadership to change/reinvest its business model
- Think about how to make budget processes more efficiently, especially for automation projects

### Add talent to build supporting capabilities

- Work with stakeholders to build a digital-first culture that is open to opportunities
- Identify supply chain/technology talent/skills gaps and reskilling opportunities across the organization

### Continuously pursue transformation

- Develop a mindset that digitization is a never-ending journey
- Pursue continual improvements: use roadblocks to find opportunities for changes

**2.5M+**  
user worldwide

**165B+**  
AI transactions per month

## Why Blue Yonder

**99.97%**  
average uptime

**53M+**  
total load combinations



BlueYonder

Learn more at: <https://blueyonder.com/platform>.

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