



Future-Proofing Category Management

How moving to the cloud with Blue Yonder
prepares you for whatever's next

 **BlueYonder**

Today's Retail Landscape

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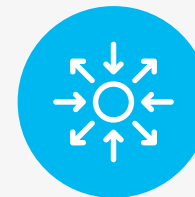
Shopper demands continue to evolve. Competitive pressures continue to grow. And it seems that there's a supply chain disruption waiting around every corner. Without the right technology, staying ahead is becoming increasingly complex. Retailers must be responsive, efficient and data-driven to meet these challenges.

On-premise solutions are a barrier to staying competitive, as they require significant IT resources to maintain, and can be painfully slow to upgrade. In this eBook, we'll look at why moving to the cloud with Blue Yonder helps you achieve all this and more.

Reasons to Migrate to Blue Yonder Cloud



Faster migration and up to 20% faster implementation



Dynamic scale and performance to meet your business needs



Increase speed and agility with AI/ML-enabled technology

Future-Ready Category Management

When you connect category, assortment and space planning processes, you are well positioned to meet today's challenges. With advanced insights, you gain a better understanding of shopper types and what drives purchase decisions. This enables collaboration with suppliers and coordination with stores to drive optimized assortment and range decisions that appeal to every local market. From there, space-aware planning tools ensure that every planogram that's created can also be executed, no matter the unique

nature of a store's layout. Scalable, connected processes ensure store-level assortments meet regional and local needs. This helps reduce markdowns, minimizes out-of-stocks and over stocks and increases customer satisfaction. Blue Yonder's Category Management enables this connected view and is being enhanced with SaaS-enabled innovations that prepare you for tomorrow.

32%

of all business enterprise applications will run on traditional servers by 2022 – half of what it was in 2019¹



A Smart Move

Not long ago, the term “cloud” caused fear for many businesses, especially retailers. Existing on-premise IT systems represented significant years-long investments, and were often highly customized or even built in-house. Moving to the cloud represented risking losing control, or in extreme circumstances might mean core systems going down and stores going dark. Today, moving to the cloud is no longer a question of “if” but “when.” Retailer cloud adoption is growing 18.54% CAGR and expected to reach \$51.77 billion by 2025.²

Moving to the cloud helps connect your enterprise across the supply chain through to the final sale. This gives you an end-to-end view of operations with real-time insights to run more efficiently and achieve better outcomes. Converting to the cloud yields many benefits, including greater scalability, reliability and accessibility. Plus, it creates a simpler path towards innovation to test and deploy new technologies faster, and with less risk, than ever before.

With Blue Yonder’s Category Management SaaS (deployed in the cloud), you will always be on the latest version release –without your IT department lifting a finger. As part of your SaaS conversion, we help you set up testing and development environments along with your production environment. This allows you to test new capabilities before you deploy and provides flexibility to add new innovations faster and at a lower risk. Plus, we’re actively investing our Category Management development on cloud-only innovations, unlocking capabilities that would never be possible on-premise. We’ve built our SaaS framework leveraging Microsoft’s industry-leading Azure cloud platform, which provides unmatched security, scalability, reliability and extensibility so you can be secure in your investment over the long term.

We believe it’s time for retailers to adopt a cloud strategy and **we’re here to help you begin this journey.**

95%

of Fortune 500 companies trust their business on Azure³

Benefits of the Cloud

- ✓ Always current applications
- ✓ Greater scalability
- ✓ Guaranteed performance
- ✓ Improved security
- ✓ Faster innovation
- ✓ Lower TCO

Keeping Up with the Speed of Now

The perfect assortment isn't a "one and done" prospect. Like a garden, it requires regular maintenance and attention to keep everything just right. Consumer behavior can change at a fast pace, so it's important to have early insights into emerging trends to evaluate and respond accordingly. With our new integrated analytics package, you gain the business insights to make better assortment and space decisions, faster than ever.

Gone are the days of the big and disruptive annual store resets. They require too many resources and happen too infrequently to be beneficial. With Blue Yonder, you can track KPIs in real-time, along with automated root-cause analysis for identified trends. We help you identify and respond to trends and discover opportunities to improve your space and assortment plans with minimal risk. You now can take a scalpel versus chainsaw approach to category management decisions, so you're constantly getting better with minimal disruption to your business.

Benefits



Introduce new products to assortment plans faster



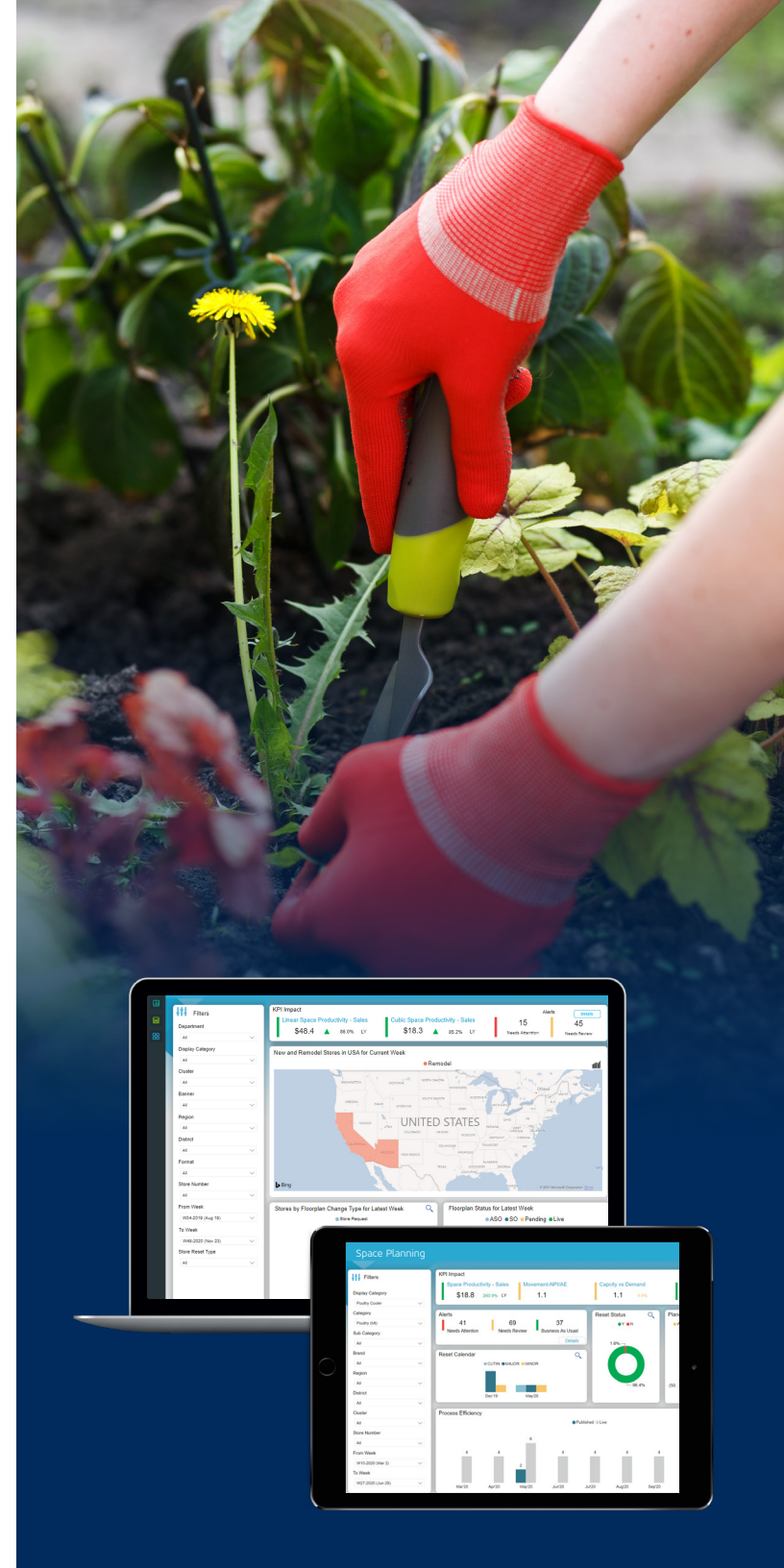
Identify positive and negative trends in order to take action



Reduce time and cost associated with larger, annual resets



Make more precise adjustments to assortment and space plans





Designing Smarter Store Plans

Once you've designed the perfect product mix, it's important to design a store that's easy to navigate and a space plan where everything's easy to find. We provide insights into historic and predicted demand for each category so you can easily evaluate the optimum space for each section. With visualization tools of store resets and automated publishing, you can achieve a connected and efficient floor planning process aligned to your business goals. By understanding shelf space, retailers can ensure that the assortment fits on the shelf, removing inefficiencies in the assortment to space process.

To make sure you make the most of every inch of shelf space within each store, our range plans, floor plans and planograms are natively integrated through one common database. Automated processes and flexible workflows help ensure that one change triggers another, so everything in the store is executed in line with strategy.



It's important to design a store that's easy to navigate and a space plan where everything's easy to find.

Benefits of Moving to a SaaS Solution

- **Management:** Blue Yonder is best suited and will manage the solutions so you can focus on managing your business
- **Simplification:** Focus on business results
- **Standardization:** Common solution across countries
- **Better Quality:** Blue Yonder monitors and resolves to maintain performance
- **Agility:** Faster delivery & roll-out
- **Simplification:** Focus on business results
- **Less Risk:** Blue Yonder maintains the solution, you don't need experts
- **Better Business Results:** No degradation of capability over time
- **Full Version Updates:** Enables you to take advantage of latest capabilities

Empowering Store Associates

Employees are happier and more productive when their objectives are clear and achievable. And yet, it's common for some corporate systems to push down store plans that can't be completed due to resource constraints. Too many or too frequent changes, or plans that require massive resets are counterproductive and lead to poor execution levels at the store.

We make sure that all plans sent to the stores can be completed and empower employees

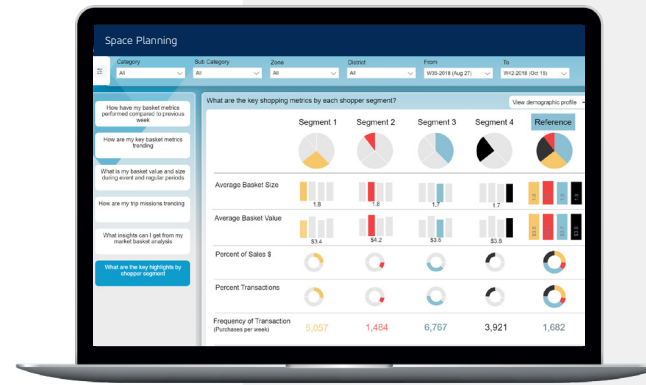
to deliver on these plans with integrated tasking sent straight to their mobile devices. Planogram reset tasks are pushed directly to store employees, where they can enter individual feedback and verify their tasks are complete. Reports on planogram compliance ensure continuous improvement of execution of planograms at the store.



Employees are happier and more productive when their objectives are clear and achievable

Understanding Customer Loyalty

For retailers with loyalty programs, we can help you dive deeper into understanding shopper behavior. Our solution ingests customer purchase data to identify each item's importance to the local market, including substitutability and transferable demand. This allows you to further optimize assortments that yield higher margins and more sales.



46%

of shoppers still prefer to shop in-store⁴

Connecting the Dots

Combining a customer-connected approach to category and space management with the flexibility of a cloud-enabled SaaS model, is a winning combination. You get the power of advanced space and planning tools to design the best assortments and layouts for every store. You can be rest assured that plans are followed through integrated in-store tasking that understands potential constraints. And every day, you can design, monitor and refine plans that increase sales and drive customer loyalty.

With a SaaS model, you also get access to new innovations and tools as soon as they are available. Your IT department no longer has to invest significant resources into deploying upgrades across multiple sites, which lowers your cost of ownership. You gain scalability and reliability on a level not available in an on-premise model. And, with a robust testing environment side-by-side with your production environment, you can test and roll out new capabilities quickly and with little risk.



With a SaaS model, get access to new innovations and tools as soon as they are available

Taking the Journey Together

At Blue Yonder, we are committed to becoming a SaaS-first company. We have more than 10 years' experience hosting cloud-based SaaS solutions for our customers. Our Journey to the Cloud program is designed to help you every step of the way, from setting your project vision to successful conversion. We help you get operational with existing

capabilities and provide you ways of introducing new innovations – at your own pace. With 165 billion+ transactions per month and more than 99.97% uptime, we're the partner you can trust to future-proof your Category Management capabilities. We're ready to pick up your IT burden so you can get back to focusing on what matters most to you.

Blue Yonder Cloud Services

99.99%

uptime achieved

500+

cloud customers

10,000+

systems managed

300k+

jobs executed per month

2.5m+

users worldwide

1.3m+

store layouts planned



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¹ [GlobeNewsWire.com](https://www.globenewswire.com), August, 2021

² [BusinessInsider.com](https://www.businessinsider.com), February 2021

³ [Microsoft.com](https://www.microsoft.com)

⁴ [ProgressiveGrocer.com](https://www.progressivegrocer.com), January 2021