

Transformative Size Scaling Capabilities



Transform your merchandise planning

Apparel retailers and manufacturers have been forever challenged with producing precise size curves. Most lack the resources or systems to allocate different style-level size spreads to different locations throughout the year. Each season they rely on inadequate or outdated cutting, ordering, allocation and replenishment scales. Without the ability to assort, order, manufacture, distribute and replenish properly sized products, companies will never optimize their inventory levels.

To more profitably manage their sized inventory, apparel retailers and manufacturers need advanced optimization capabilities that streamline the production of size scales, store groups and pre-packs.

Blue Yonder's size scaling capabilities transform the generation and maintenance of detailed size curves into an automated, cost-effective process. Using advanced predictive and descriptive mathematical techniques, these innovative capabilities introduce science to the process of creating size scales at the right levels of your product hierarchy. By launching updates at the right frequency, it recognizes unique consumer shopping patterns by time period and changing demographics. Your merchants can now unlock the highest demand size curves.

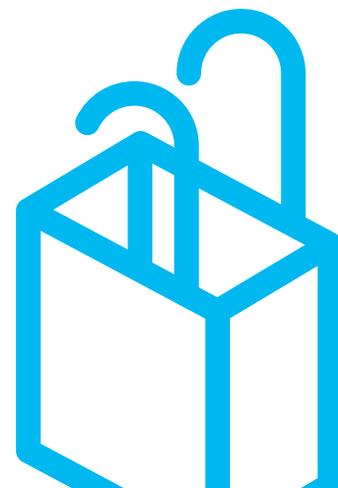
Real results

Increase in store sales up to

35%

Inventory reduction up to

30%



Why go at it alone? Rely on Blue Yonder, the industry leader

Consistently considering the end-user experience in design, Blue Yonder's leading-edge size scaling capabilities deliver a holistic approach to merchandise planning. With a proven track record of successful implementations, Blue Yonder consultants make the process seamless.

Size scaling starts with data selection and cleansing to prepare for the data-mining process. It then clusters stores with similar demand patterns across size to produce a manageable number of targeted scales and then automatically assigns them to each location. Post-processing consists of review, possible intervention and approving of results to prepare for use in your allocation and assortment applications.

Following the size pattern assignment, Blue Yonder's size scaling capabilities analyze distribution by packs to generate the optimal pack number, size and configuration to minimize any distribution errors. New packs or analysis of the most effective vendor-defined packs can be considered in reducing both the effort needed to manage packs and to attain distribution accuracy.

Furthermore, integrating size scaling capabilities with other Blue Yonder solutions, such as merchandise planning, assortment management and allocation systems, completes the loop by automatically taking the created size curves through merchandise execution.

Size scaling capabilities within easy reach

Size scaling conducts low-level, detailed analysis at appropriate intervals to get the right sizes to each location while decreasing excess, fringe-sized assortments. To augment location-level "size demand" accuracy, it rapidly reviews massive inputs of point-of-sale (POS) item data. The capabilities then determine a best-fit size scale for ordering,

allocating and replenishing by style, class or department. With sales patterns by location and time period driving decisions, you'll dramatically increase in-stock position with the most profitable sizes at each location while reducing clearance of wrong sizes.

Not every store sells products at the same times, not every size is shipped to every store and not every style or SKU performs at the chain average rate. Size scaling recognizes these anomalies within your business when producing size patterns.

By analyzing each selling period for available inventory or sell-through, Blue Yonder's size scaling cleanses your data and filters out extremes. Rather than relying on average sales by size, this intelligent application dives into the details of size demand and creates optimal size scale patterns.

While packaging multiple units of inventory into prepacks can reduce shipping and handling, it can also create data-intensive challenges when ordering and allocating to stores. With millions of potential size combinations within packs, most companies must rely on chain averages for size distribution, even though the average does not fit the requirements of each store.

Blue Yonder's size scaling pre-pack optimization functionality ensures the right stock position at each store. It then selects the optimal sizes to push to your stores and the pack configurations to target accurate size distribution. By getting closer to true store demand, you'll drive distribution and operational savings while reducing overstocks and lost sales.



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