

# Supply Planning for Retail



## Accelerate your ROI with supply planning for retail

Retail is a more competitive environment today than ever before. Increased competition from new channels, including e-commerce and its various incarnations, has led to tighter margins and a need to satisfy customer expectations more quickly, often in more expensive ways than before. Every year brings more pressure to strategically work with suppliers to get product to market just in time to meet demand, and to collaborate with those suppliers giving them the visibility they need to have that product ready at an affordable price.

Different sub-industries offer a myriad of additional challenges that require state-of-the-art solutions, including perishable product planning for grocery and pharmaceuticals, improved algorithms for slow-moving products like spare parts and sophisticated ordering tools for companies that need to manage multiple sourcing and delivery nodes.

Product constraints make it more and more important to pick the right orders to fulfill, given different demand types and customer types, from internet and store orders to retail and B2B customers. Customer segmentation, the ability to identify which demand signals are likely to be the most profitable or most important to the business, continues to grow in importance.

Blue Yonder's retail supply planning capabilities help you purchase and position the optimal amount of inventory at the right time, at the right place in your network, from central distribution centers, to regional warehouses and eventually to stores. Now your inventory can be available for your operations and customers exactly when it's

## Real results

Out-of-stock reduction up to

**80%**

Fewer manual interventions up to

**50x**

Reduced inventory up to

**10%**

Reduced expenses up to

**30%**

needed. Using forecasts and end-customer demand signals to make purchasing decisions, you can build inventory for promotions and seasonal spikes, and plan inventory movements between stocking locations while respecting networkwide constraints.

With Blue Yonder's supply planning capabilities, you can gain a stronger return on your investment and minimize inventory, all while ensuring your targeted customer service levels are met.

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

With Blue Yonder at the forefront of creating leading-edge technologies, we always consider the end-use experience in development to ensure the highest levels of satisfaction, flexibility and scalability, and our retail supply planning capabilities are no different. Improve your ability to reduce stockouts and increase inventory turns by aligning supply with demand throughout the entire network. Now, retailers can plan and control the entire supply picture: determining the correct intervals and quantities to order, planning when and where to store inventory, visualizing storage capacity constraints, correcting short-term inventory shortages and optimally replenishing inventory at all levels, all the way down to the store shelf.

Plus, enterprises can protect their investment and increase business agility by having Blue Yonder experts manage, monitor and maintain solutions. With Blue Yonder's Cloud services, organizations can reduce implementation time and risk while enabling you to quickly and easily deploy new capabilities to keep pace with your changing business needs. Running the platform in the cloud and with upgrades included in your service, you will benefit from a set of capabilities that are optimized for your specific business requirements to help ensure that you achieve and sustain a long-term return on your investment.

## Replenishment capabilities within easy reach

Retailers must anticipate a continually changing supply and demand picture. Retail supply planning capabilities allow you to intelligently redistribute inventory in your supply chain, either among tiers in the network or between individual facilities. Once you've calculated your preferred distribution plan, this set of capabilities builds optimal purchase plans and loads and creates orders that are operationally executed once the replenishment plan is finalized and published.

Blue Yonder's capabilities also support advanced vendor-managed replenishment needs with progressive order optimization logic that triggers customer orders based on an optimal economic order frequency and safety stock policy. This logic enables you to create optimal orders across your entire line on an equal time-supply basis. By minimizing the need to create expedited orders for a small number of items between the standard order cycle, you'll maximize profitable order planning and execution.

Our supply planning capabilities also feature a new dashboard and easy-to-use order approval workflow, customizable by each user. The new advanced interface prioritizes actions for greater user efficiency, reducing order review time.

As an extension to the retail supply planning capabilities, Blue Yonder's allocation capabilities are designed for companies that require a blend of retail allocation and replenishment planning in order to optimally manage their full product portfolios. By combining such a robust set of capabilities, companies can finally strengthen their ability to seamlessly manage product portfolios in a single distribution flow, regardless of distribution method.



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