

Manufacturing Industries

Transform uncertainty
into a competitive edge



End to End Supply Chain Digital Transformation

Blue Yonder is the world leader in digital supply chain transformations and omni-channel commerce fulfillment. Our end-to-end, cognitive business platform enables retailers, manufacturers and logistics providers to best fulfill customer demand from planning through delivery. With

Blue Yonder, you'll unify your data, supply chain and retail commerce operations to unlock new business opportunities and drive automation, control and orchestration to enable more profitable, sustainable business decisions. **Blue Yonder - Fulfill your Potential™**

In this brochure, we'll discuss eight use cases

that showcase how Blue Yonder's solutions can help Manufacturing Industry firms be a part of this reimagined future to deliver the right product, through the customer's preferred channel, at the right price:

Network Design & Optimization

Integrated Business Planning

Integrated Demand & Supply Planning

Supplier Collaboration

Omni Channel Fulfilment

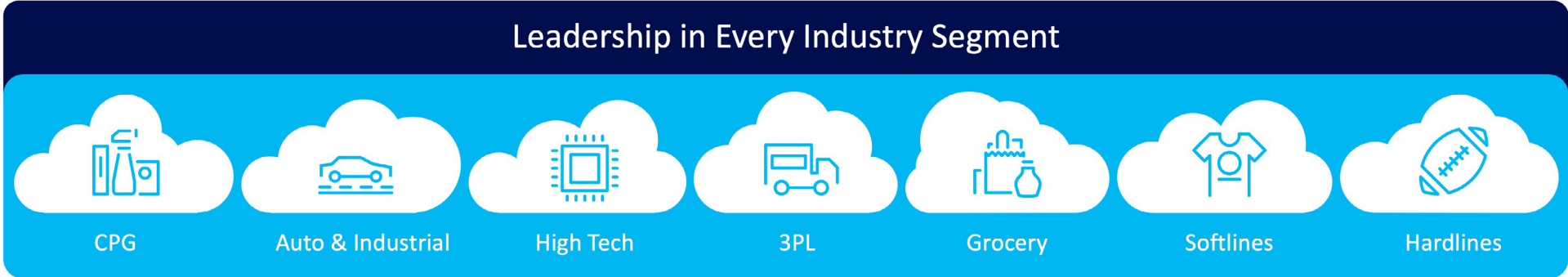
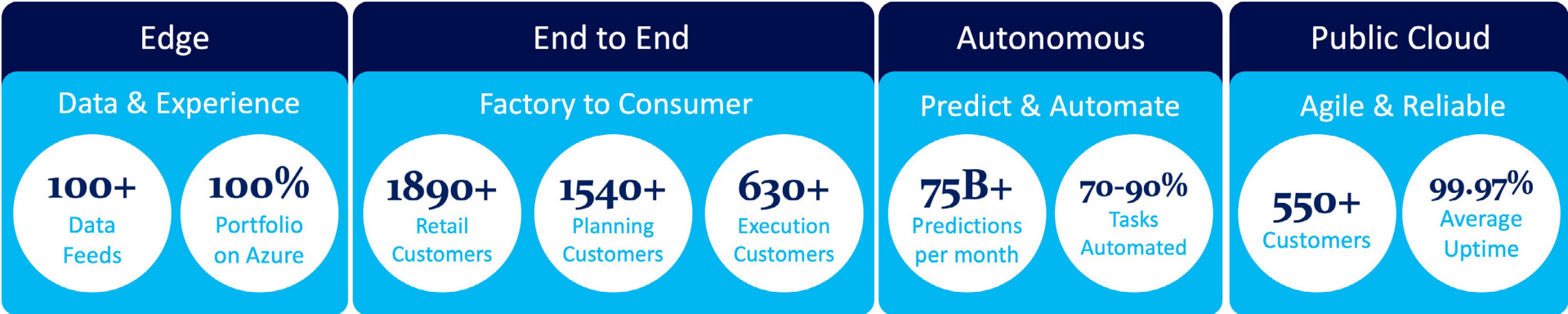
Warehouse & Labor Management

Transportation Management

Real Time Visibility & Collaboration



The Blue Yonder Advantage



Helping Our Customers Lead

3,000+
Global Customers



Network Design & Optimization

In today's volatile and rapidly changing landscape, supply chain network optimization is no longer an annual event but instead monthly or weekly processes.

Blue Yonder's Network Modeling allows you to model and optimize current and future network needs with a digital twin to reduce risk, reduce costs and improve customer services levels.

Key Benefits

- **Optimize end-to-end decisions** by quickly evaluating production cycles, product handling, process and transportation lead times, and safety stock
- **Improve sustainability** by reducing the carbon footprint and travel miles, while also driving cost reductions
- **Create network-wide agility** by increasing planning cadence, leading to multi-year strategic or weekly network plans
- **Increase competitiveness** via globalization, digital transformation and customer centricity

Solutions

- **Network Design**
- **Transportation Modeling**

Real Results



1%

Reduced cost
of goods sold

2 months

to achieve full
ROI

"The network design capabilities helped us to create seamless collaboration among procurement, manufacturing, marketing, sales and logistics to manage these price fluctuations. We were able to identify cost savings opportunities that provided us with a competitive advantage. This process really helped change our culture and teach us the benefits of collaborative planning."

Supply Chain Manager, ITC

Integrated Business Planning

In today's digital world, companies need to translate business strategy into supply chain actions while responding to changing market dynamics.

Blue Yonder's Integrated Business Planning enables you to drive profitable growth by aligning short- and long-term business and financial strategies to operational planning decisions.

Key Benefits

- **Streamline the consensus forecasting process** via better collaboration, leading to less waste, optimized labor and improved sustainability
- **Increase planning speed and productivity** with a highly automated forecasting process
- **Improve customer service levels** at a lower cost through reduced inventory
- **Enhance understanding of business performance** via better, more comprehensive reporting, data and analytics

Solutions

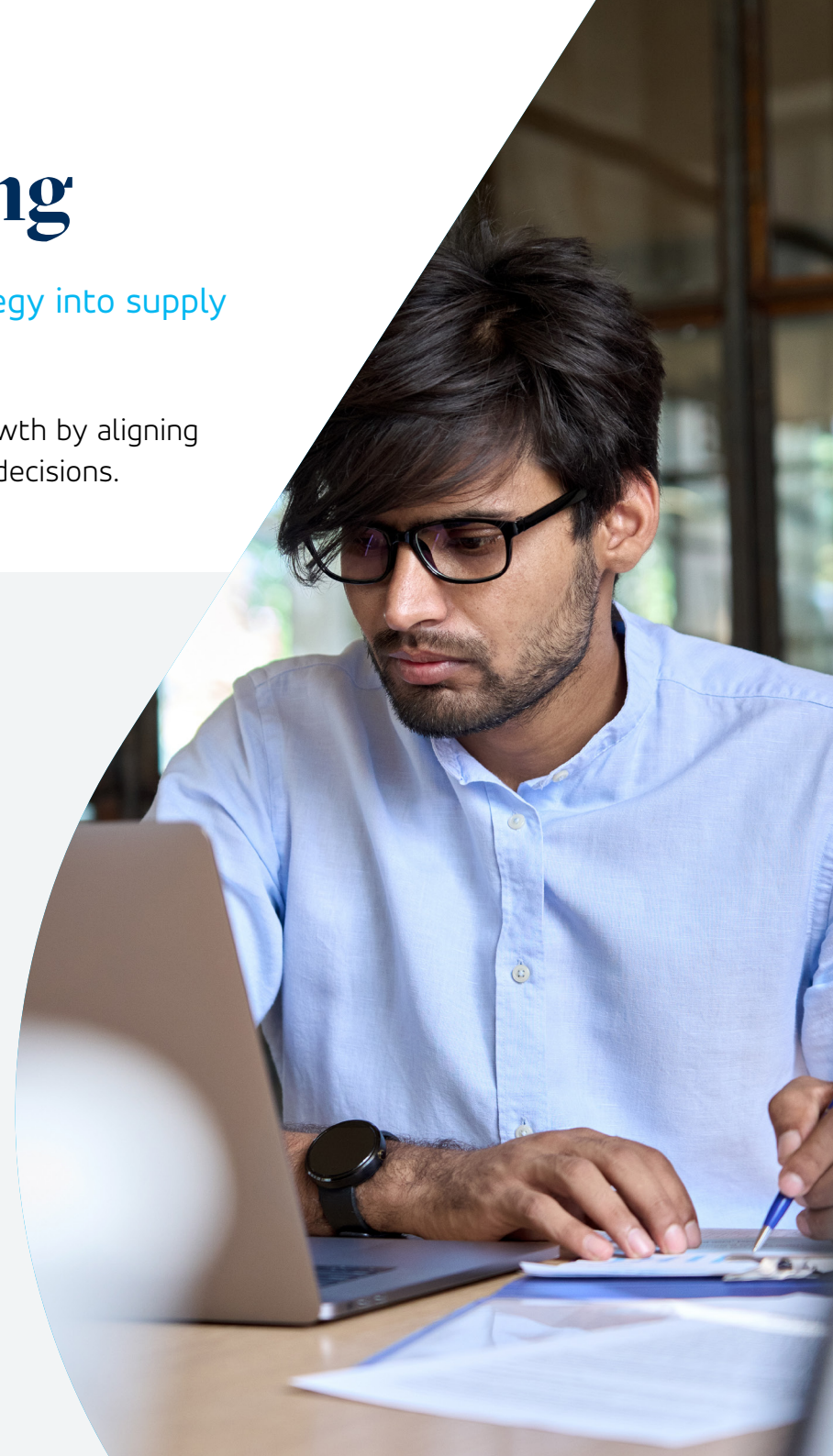
- **Sales & Operations Planning**

Real Results

Lenovo[™]

10+ppt

improvement in
forecast accuracy for
majority of products



Integrated Demand & Supply Planning

As companies adjust to the changing market dynamics, a lack of visibility into demand drivers will result in a disconnect between demand & supply plans, causing misaligned inventory and stock outs.

Blue Yonder's Demand & Supply Matching drives continuous demand and supply balancing by optimizing the end-to-end supply chain for materials, capacity, labor, inventory and production schedules.

Key Benefits

- **Increase the quality of demand forecasts**, using leading-edge ML technology
- **Create material- and capacity-optimized supply plans**, including fast demand-supply scenarios, to maximize customer service and revenues
- **Strategically allocate limited supply to different channels and customers**, in line with business objectives
- **Promise orders in real time**, aligned with supply allocations
- **Optimize cost-to-serve** with intelligent segmentation, automated planning parameter tuning and optimized inventory targets
- **Create optimized factory schedules** to maximize throughput, while minimizing inventory and operating expenses
- **Boost planner productivity** with collaborative, outcome-based planning

Solutions

- **Demand Planning**
- **Supply Planning**
- **Inventory Optimization**
- **Production Planning**
- **Allocation Planning & Order Promising**

Real Results



>15%

Improvement in
Customer Service

"Blue Yonder's products provided clear financial and operating results while improving our capability and capacity. A lot of people talk about collaboration but we're actually doing it, and we certainly would not be as successful without the help of Blue Yonder."

Director of Supply Planning, Coca-Cola Consolidated

Supplier Collaboration

Manufacturing companies rely heavily on raw material and parts from global suppliers. Inefficient processes with suppliers lead to large value leakage for manufacturers.

Blue Yonder's Supplier Collaboration enables real time visibility and collaboration with internal and external partners to ensure product availability meets your customer's expectations.

Key Benefits

- **Increase end-to-end collaboration and results** via a common technology platform
- **Maximize transparency** by sharing critical forecasts, data and plans
- **Identify resolution strategies quickly** by collaborating, planning and executing contingencies quickly and efficiently
- **Increase cost savings** via automated processes and long-term supply chain collaboration
- **Monitor supplier status in real time**, to enable an immediate response when disruptions occur

Solutions

- **Control Tower - Collaboration**

Real Results



"With this combination (Blue Yonder TMS + Blue Yonder Luminate® Control Tower), we can achieve complete collaboration and transparency with customers, as well as carriers. We can sense and respond to upstream and downstream disruptions in real-time"

Logistics Director



Omni Channel Fulfilment

The pandemic has accelerated the shift to e-commerce, and companies are challenged to deliver the right product, at the right time, through the right channels and offer a personalized experience to consumers.

Blue Yonder's Inventory & Order Management supplies the right product, at the right time, through the channel of your customer's choice.

Key Benefits

- **Deliver accurate and reliable inventory commitments** to customers across every channel in real time
- **Increase revenue by delivering accurate data to customers**, including in-stock/out of stock, local inventory and available product quantities
- **Deliver personalized experiences** based on customer preferences
- **Optimize the cost to fulfill**, considering product location, cost of merchandise, product selection, profitability, transportation and supply chain costs

Solutions

- **Inventory & Order Management**
- **Transportation Management**
- **Warehouse Management**
- **Labor Management**

Real Results



5%

Gains in ecommerce revenue and new customers



Warehouse & Labor Management

Fluctuating customer demand, supply side disruptions, expedited shipping, labor shortages all put pressure on warehouse operations and they can easily spin out of control.

Blue Yonder's Warehouse & Labor Management improves your fulfilment accuracy alone with inbound and outbound processes with next-generation technologies.

Key Benefits

- **Achieve end-to-end visibility** to support fast and profitable inventory management
- **Grow revenue** with accurate inventory levels and placement
- **Deliver personalized experiences** based on customer preferences
- **Maximize associate productivity, speed and accuracy** to combat talent shortages while delivering superior service
- **Reduce cost to serve** with unified logistics optimization across warehouse, warehouse labor and transportation

Solutions

- **Warehouse Management**
- **Labor Management**
- **Inventory & Order Management**
- **Transportation Management**

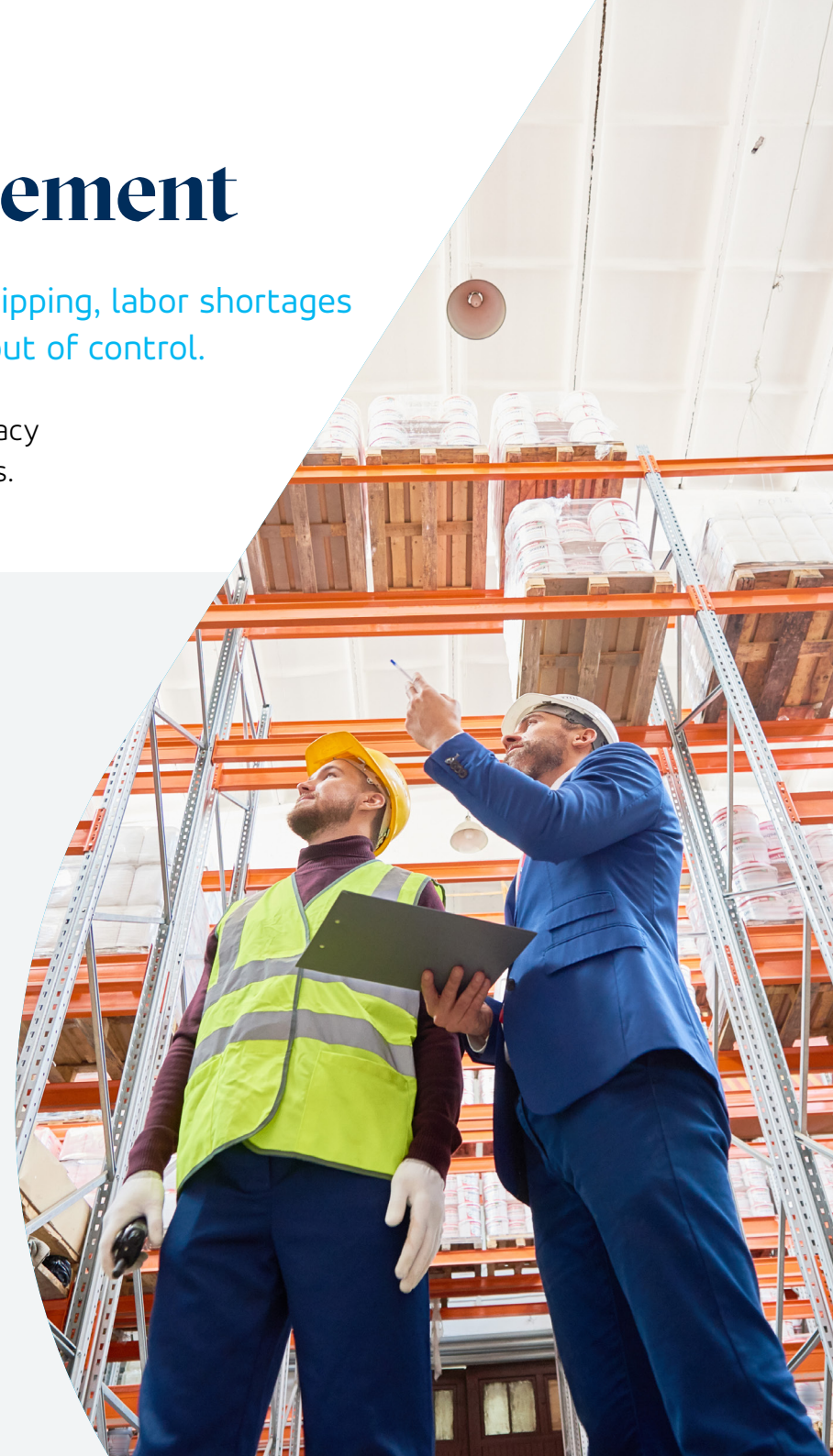
Real Results

sodastream®

\$30M
in inventory savings

30%
decrease in order
fulfilment time

<6 months
ROI realized



Transportation Management

With changes in customer preferences and advent of new fulfillment strategy and channels, transportation management requires a holistic approach and a unified user experience

Blue Yonder's Transportation Management optimizes the next era of omni-channel and hyperlocal fulfillment operations and tackles frequent global disruptions.

Key Benefits

- **Gain end-to-end traceability** for accurate, reliable inventory handling and delivery
- **Achieve in-transit visibility** for optimized real-time decision making as conditions change
- **Leverage advanced routing and load-building capabilities** to reduce the cost to serve
- **Reduce lead times** with unified logistics optimization in transportation, labor and warehousing
- **Support sustainability and control costs** by optimizing capacity, maximizing asset utilization and reducing miles

Solutions

- **Transportation Management**
- **Transportation Modeling**
- **Load Building**
- **Warehouse Management**

Real Results



"Blue Yonder's API enabled environment is a game changer because of the speed it facilitates in our communications. For can now connect directly with its large network of logistics service providers. We can automate processes like docking and invoicing via digital connectivity"

**Vice President of Digital Initiatives,
Material Planning & Logistics**



Real Time Visibility & Collaboration

To stay ahead of today's supply chain complexities, you need to manage what you don't see, plan for what you don't know, prioritize unlimited options, and execute to align for success

Blue Yonder's Real time Predictive Insights & Resolutions leverage AI/ML to enable actions and resolutions based on data patterns and business outcomes to make smarter business decisions.

Key Benefits

- **Empower and engage planners** to be more productive and effective decision makers, with end-to-end visibility in real time
- **Improve resource utilization** through prioritization of issues and actions
- **Collaborate systematically with suppliers** on forecasts and capacities
- **Enable control, visibility and accuracy** from suppliers' production all the way through to the end customer
- **Support fast responses** to any changes in demand and supply

Solutions

- **Control Tower**

Real Results



"Our vision for our supply chain is that we enable Microsoft Cloud to function as a utility. It's like when you walk into your kitchen and turn on your light switch. You don't wonder if the power's going to go on, you know it's going to be there. Our supply chain has to support extreme scale and speed. We have to be dependable even when demand surges. Blue Yonder helps us deliver on that promise."

General Manager, Microsoft Cloud Supply Chain Strategy and Transformation



The Pure Play Leader

The only company recognized as a Leader in three Gartner® Magic Quadrant™ reports covering supply chain planning, transportation management and warehouse management.

2022
Supply Chain Planning



2022
Transportation Management



2022
Warehouse Management



Gartner, "Magic Quadrant for Supply Chain Planning Solution," Amber Salley, Tim Payne, Pia Orup Lund, Janet Suleski, 16 May 2022; "Magic Quadrant for Transportation Management Systems," Brock Johns, Oscar Sanchez Duran, Carly West, 29 March 2022; Gartner, "Magic Quadrant for Warehouse Management Systems," Simon Tunstall, Dwight Klappich, Rishabh Narang, 1 June 2022.

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