

# CONNECTED SUPPLY CHAINS POWER THE WORLD'S CHRISTMAS

Our connected digital supply chain powers the spirit of Christmas, so no child's wishes goes unfulfilled. Click the baubles to learn more about how Blue Yonder technology is helping Santa keep the kids' spirits happy and bright, no matter when and where those wishes come from.

Merchandising



Order Management



E-Commerce Orders



Real-Time Visibility



Demand & Supply Planning



Village Operations



Logistics



Labour Management





## MERCHANDIZING CHALLENGES

Gearing up for Christmas starts with knowing what toys the children want. Are trains in this year? Or are yo-yos coming back. No elf wants to make baby dolls when everyone wants roller skates.

## THE MAGIC

Creating a memorable Christmas experience starts with knowing how big the sleigh is and what needs to fit inside it. The right assortment management removes the guesswork with localized insights that will align to the fussiest wishes.

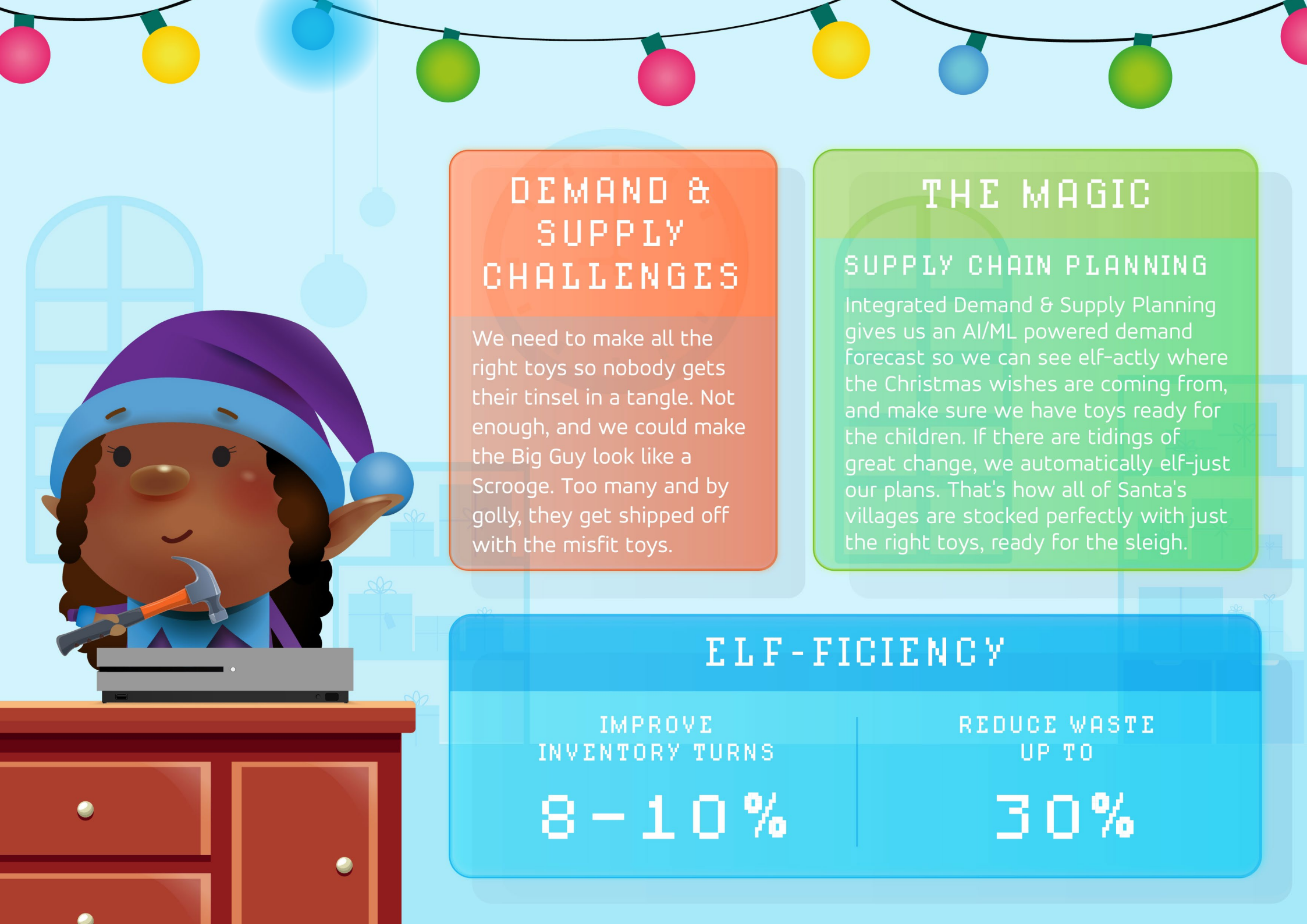
## ELF-FICIENCY

4%

INVENTORY  
REDUCTION

20%

INCREASED  
PROFITS



## DEMAND & SUPPLY CHALLENGES

We need to make all the right toys so nobody gets their tinsel in a tangle. Not enough, and we could make the Big Guy look like a Scrooge. Too many and by golly, they get shipped off with the misfit toys.

## THE MAGIC

### SUPPLY CHAIN PLANNING

Integrated Demand & Supply Planning gives us an AI/ML powered demand forecast so we can see elf-actly where the Christmas wishes are coming from, and make sure we have toys ready for the children. If there are tidings of great change, we automatically elf-just our plans. That's how all of Santa's villages are stocked perfectly with just the right toys, ready for the sleigh.

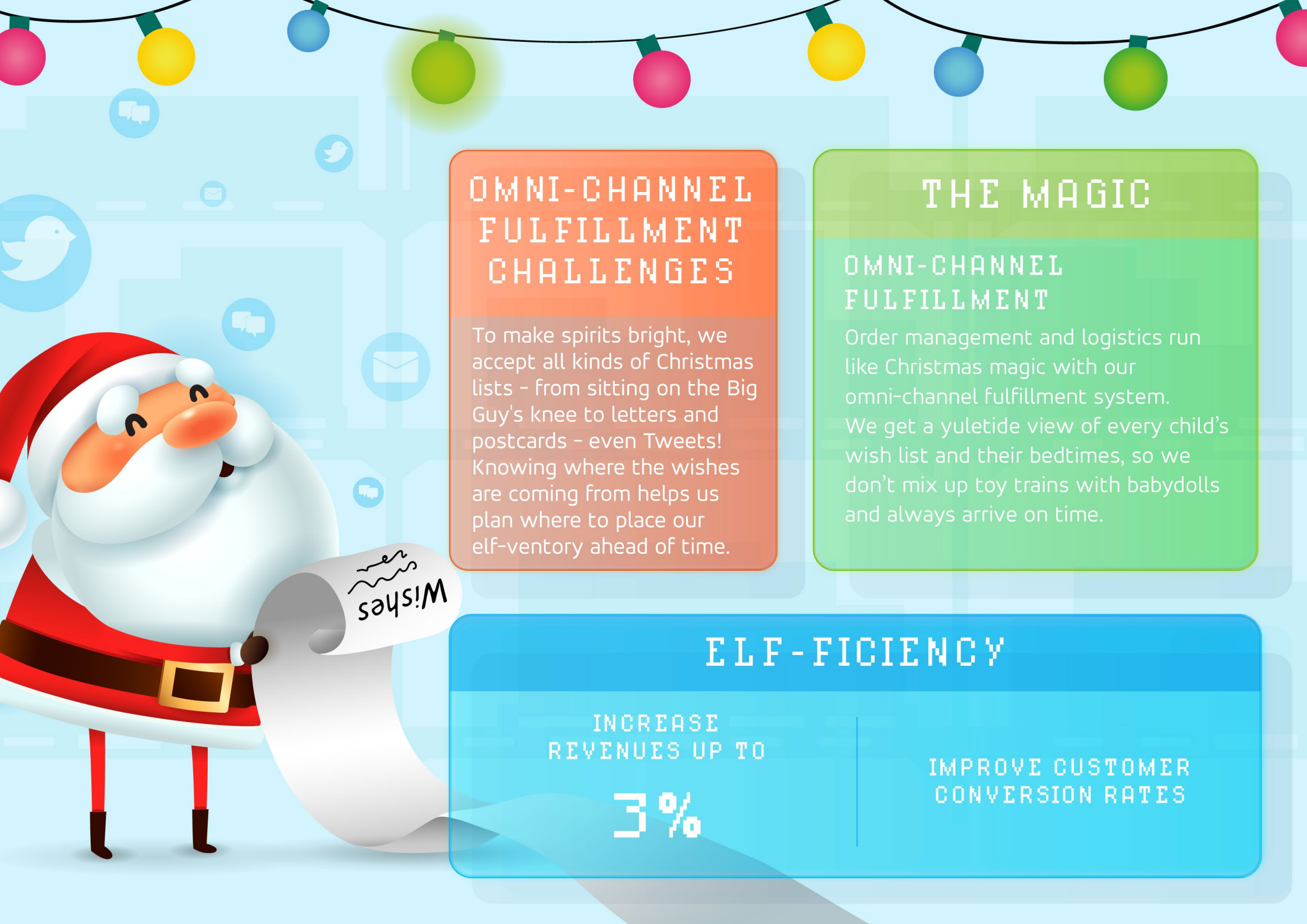
## ELF-FICIENCY

IMPROVE  
INVENTORY TURNS

8-10%

REDUCE WASTE  
UP TO

30%



## OMNI-CHANNEL FULFILLMENT CHALLENGES

To make spirits bright, we accept all kinds of Christmas lists - from sitting on the Big Guy's knee to letters and postcards - even Tweets! Knowing where the wishes are coming from helps us plan where to place our elf-ventory ahead of time.

## THE MAGIC

### OMNI-CHANNEL FULFILLMENT

Order management and logistics run like Christmas magic with our omni-channel fulfillment system. We get a yuletide view of every child's wish list and their bedtimes, so we don't mix up toy trains with babydolls and always arrive on time.

## ELF-FICIENCY

INCREASE REVENUES UP TO

3%

IMPROVE CUSTOMER CONVERSION RATES



## LABOR CHALLENGES

We need to keep our elves and reindeer lively and quick year-round to make sure everything's ready when the sleigh bells ring.

## THE MAGIC

### WORKFORCE MANAGEMENT

Workforce Management designs schedules that match demand, so we all know elf-actly where to be and what to do. We can choose our own shifts, giving us flexibility to spend more time fa-la-la-ing with our families.

### LABOR MANAGEMENT

Labor Management lets us run a more festive warehouse by setting standards and tracking performance to keep holiday spirits and productivity on track. Our elves earn extra candy canes and plum pudding for elf-ceptional performance.

## ELF-FICIENCY

IMPROVE EMPLOYEE  
ENGAGEMENT UP TO

25 %

IMPROVE  
PRODUCTIVITY BY

20-50 %



## LOGISTICS CHALLENGES

Let's face it, planning the Big Guy's flight around the world isn't all twinkles and mistletoe. A few missed gifts, a wrong turn, or a late delivery and suddenly we're the ones on the naughty list.

## THE MAGIC

### TRANSPORTATION & WAREHOUSE

Our warehouse system keeps gifts par-rum pum pum-ing along efficiently while transportation designs the merriest network fulfillment plan and quickest route to keep Santa's sleigh moving more rapid than eagles. Plus, we earn extra sugar-plums if we get the team home early on Christmas Eve.

## ELF-FICIENCY

IMPROVE CUSTOMER SERVICE LEVELS UP TO

40%

DECREASE EMPTY MILES UP TO

80%



## STORE OPERATIONS CHALLENGES

Yuletide expectations are growing whether managing the toys onsite, helping send parcels for faraway wishes or just making sure Santa has milk and cookies when he finally gets a break.

## THE MAGIC

The Christmas rush is easy to manage when you optimize daily operations, from sacks of toys to Christmas nibbles. Santa prefers a mobile-first design to empower his elves, allowing them to spend less time on logistics and more time fulfilling wishes.

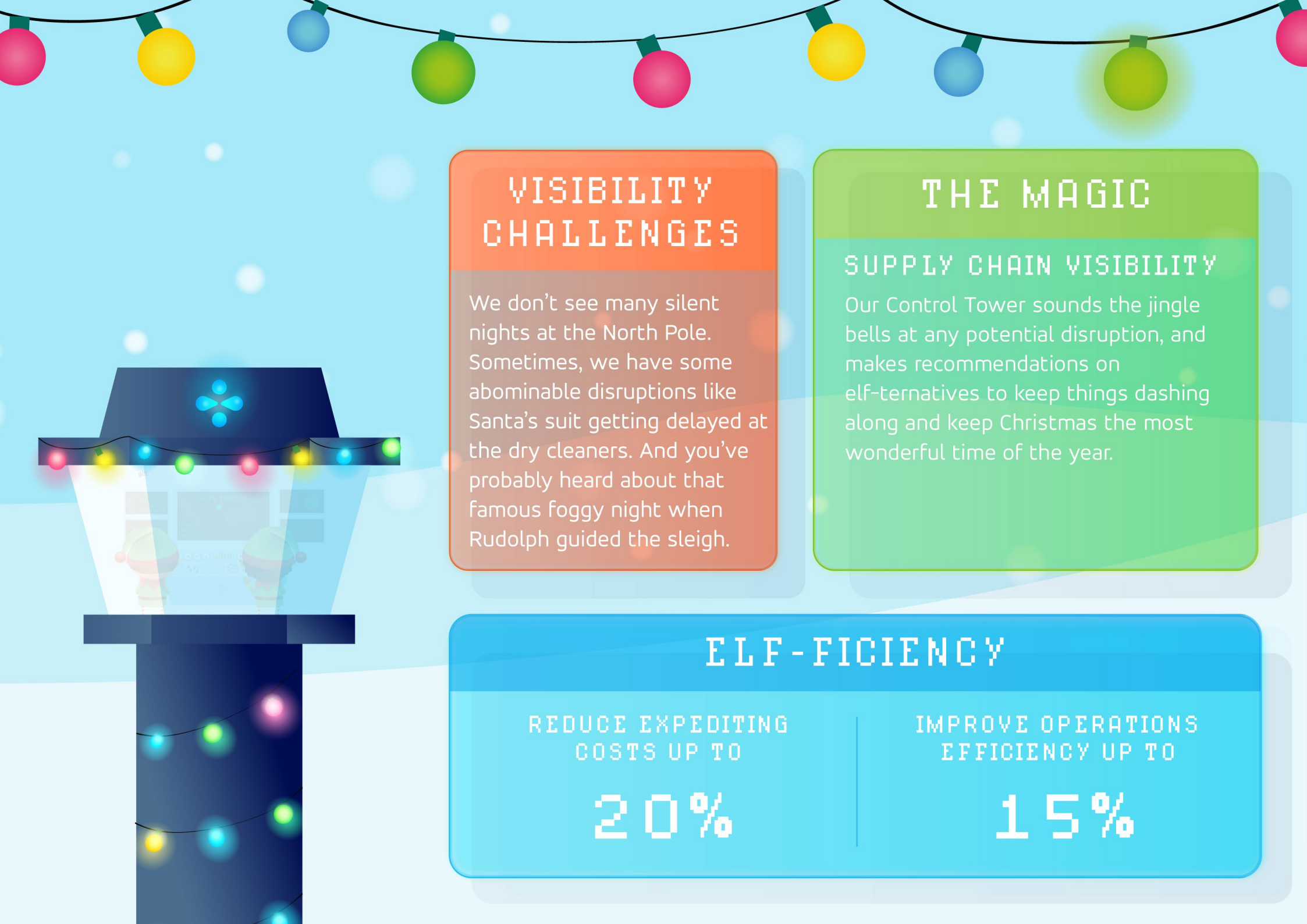
## ELF-FICIENCY

25%

WASTE REDUCTION

3%

INCREASED  
SALES



## VISIBILITY CHALLENGES

We don't see many silent nights at the North Pole. Sometimes, we have some abominable disruptions like Santa's suit getting delayed at the dry cleaners. And you've probably heard about that famous foggy night when Rudolph guided the sleigh.

## THE MAGIC

### SUPPLY CHAIN VISIBILITY

Our Control Tower sounds the jingle bells at any potential disruption, and makes recommendations on self-ternatives to keep things dashing along and keep Christmas the most wonderful time of the year.

## ELF-FICIENCY

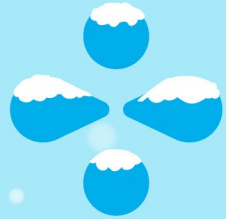
REDUCE EXPEDITING COSTS UP TO

20%

IMPROVE OPERATIONS EFFICIENCY UP TO

15%





# BlueYonder

Would you like to speak to the elves?

Learn more about our open and adaptable supply chain platform and how it can help you.

