

Assortment Management for Softlines



Accelerate your ROI with assortment management

Most of the retail planning processes and systems that are currently in place were designed for an era that is long gone. Today, what your customers expect from service, product selection and price transparency is being shaped by e-commerce. Outdated planning, purchasing and distribution strategies need to be updated as retailers can no longer take for granted and assume that they know what the market wants simply based on previous experiences.

It's time to meet customers' evolving needs quickly, efficiently and proactively or risk becoming obsolete. Fortunately, today's leading-edge retail capabilities bring an innovative approach to planning your assortments, complete with data-driven knowledge of customer shopping behaviors and preferences in each store. Now, there's a platform agile enough to keep up with changing customer expectations and shifting levels of demand.

With Blue Yonder's SaaS-based assortment management capabilities, you'll leverage the power of artificial intelligence and machine learning to help predict customer demand, so that you can make the best assortment decisions to match customers' expectations and your financial plans. Winning retailers make the customer the focus of their retail planning process and assortment strategy, and our assortment management capabilities allow you to get a complete picture of a customer's preferences, motivations and buying intentions beyond their past sales history. It also means you'll be able to pull in customer intelligence from internal and external sources to predict more accurately what they'll want to buy next. Adopting a customer-centric business

Real results

Customers who count on the expertise of Blue Yonder's assortment management capabilities can expect to experience:

Reduce inventory by

4%

Reduce expenses by

30%

Improve labor efficiency by

50%

approach will undoubtedly lead to greater consistency in planning, improved customer conversion rates and better margins.

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

Consistently one step ahead of the competition, Blue Yonder offers a progressive, well-rounded set of capabilities that look toward the future of business. We provide exceptional support that is unmatched in the marketplace, and companies that rely on us realize results.

This set of capabilities is a further extension of the Blue Yonder Luminare™ Retail family portfolio of SaaS, IoT and artificial intelligence products. It delivers comprehensive and real-time visibility of the supply chain status, activities and key performance indicators, with an advanced user interface to review exceptions and recommendations.

With assortment management you'll achieve the unlimited scalability, flexibility and ease of access you need to compete in today's fast-paced, volatile, always-on retail environment. Unlike traditional retail planning capabilities that are expensive to implement and hard to use, Blue Yonder's assortment management offers rapid time-to-value through quick, easy deployment, instant access anywhere, anytime and an intuitive visual planning paradigm.

Best-in-class assortment management capabilities within easy reach

The assortment management capabilities embody the art and science of retail planning. Now you can think and plan the way your customers shop by fusing product selection, branding and buying decisions with customer needs, enlightened by data-driven intelligence.

This set of capabilities is the first for specialty and general merchandise retailers to leverage their data sources to deliver localized and personalized offers. Using assortment management, you can analyze data from buying patterns to predict demand for each item, then convert this forecast into a relative score, enabling planners to align product selection with customer preferences. Complete with intelligent and prescriptive decision and issue resolution support, by leveraging cognitive insights across the supply chain enterprises can maximize sales, margins and inventory productivity.

Blue Yonder's assortment management capabilities also combine an advanced visual UI with the power of data analytics, so you can see your business more clearly. Move beyond outdated planning capabilities that look and feel like spreadsheets, relying on SKUs and descriptions to keep track of products. With assortment management you will have an agile advantage of a cloud-based platform, and collaborative workspaces with clear visuals and infographics that deliver actionable intelligence. Intuitive and visually engaging workspaces encourage employee engagement and productivity, while facilitating collaboration across the enterprise and external ecosystem. Connect with your team in real time to improve item selections, ranging and buy planning decisions to drive personalized and localized offers.

Fully leveraging assortment management capabilities gives you insights into customer buying behavior you may not have today. Visually build and range assortments through the eyes of your customers and gain important guidance through predictive forecasts and relative assortment scoring. This solution also allows you to create buying plans aligned to your merchandising and financial objectives, and helps you more efficiently communicate assortment details to design, ordering and distribution teams.



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