BlueYonder

ANHEUSER-BUSCH

Building a Platform for Transportation Optimization at Anheuser-Busch

- A unified platform for always-on transportation optimization

- A digital chain, from order creation to delivery

- Greater control over transportation spending

- Real-time visibility and orchestration across the network

The strategic value of a unified transportation platform:

"Having a strong transportation management platform is absolutely critical, given the headwinds we're facing today. There's a lot of volatility in the marketplace and a lot of cost fluctuation. If you don't have a strong TMS, you have a supply chain that's not in control. Blue Yonder enables us to integrate our verticals, standardize our data and processes, create scale, drive efficiency and control our spend." — **Director of Supply Chain Transformation**

Founded over 160 years ago, Anheuser-Busch owns and operates more than 120 facilities, including breweries, wholesaler distribution centers, agricultural facilities and packaging plants employing more than 19,000 people. Its products include Budweiser, Bud Light, Michelob ULTRA, Stella Artois and a range of regional brands.

Business challenge:

Anheuser-Busch was challenged to strategically orchestrate transportation needs across its production plants, warehouses and verticals such as metal container manufacturing facilities. The company struggled to manage transportation demand and delivery across this complex network using an outdated technology solution.

The Blue Yonder solution:

Anheuser-Busch rolled out Blue Yonder's transportation management platform across all its North American facilities. With Blue Yonder's help, the company transformed from a legacy system and manual processes to intelligent automation and exception management across its complex transportation network.

Real-time visibility into an incredibly complex network:

"Our fleets and other assets are already paid for, and they're expensive, so we need to optimize them by getting every hour of operation and every inch of capacity out of them. Blue Yonder helps us see what's available and plan in real-time, and machine learning means activities like capacity planning get more accurate over time. Blue Yonder supports always-on, proactive transportation management, driven by data rather than gut, which enables us to get closer and closer to a self-guided supply chain."

Integrating transportation with intelligent order management:

"With Blue Yonder, we've been able to build a world-class technology that links transportation with the fundamental process of creating an order. Our order management system utilizes the TMS as part of its core decision framework, so every order is created based on transportation considerations. Delivering on orders automatically becomes more feasible when you think about transportation from the get-go."

Standardizing data and processes for supply chain success:

"One of the most important components of supply chain success is having clean, standardized master data to base decisions on — as well as streamlined, standardized business processes to execute those decisions. We invested in assembling our data, defining process road maps and creating performance metrics upfront. Blue Yonder made sure we had this baseline for success."

Solution benefits:

- With Blue Yonder's transportation management platform, Anheuser-Busch can quantify savings and opportunities, balance service-level and cost tradeoffs, and prioritize execution across its complicated network of verticals.

- The company can evaluate network-wide performance in real-time, troubleshoot disruptions and optimize asset utilization. Eventually Anheuser-Busch will build machine learning capabilities that will translate into better and better results over time.

- Anheuser-Busch benefits from Blue Yonder's advanced capacity planning, routing, mode, container and service-level optimization. In the future, artificial intelligence capabilities will allow automated execution and re-planning as conditions change.

Blue Yonder's expertise:

"Anheuser-Busch had a very complex problem, which many TMS vendors were unable to solve. With Blue Yonder, we had very candid, transparent conversations about the obstacles, as well as what it meant to be a strategic partner. We knew it would be challenging, but we wanted to win together. Blue Yonder's performance in the Gartner Magic Quadrant for transportation speaks for itself, but they also proved they could solve our specific challenges." — **Director of Supply Chain Transformation**

blueyonder.com

BlueYonder