Marks & Spencer Maximizes Agility via Cloud-Based Planning

Result

- Increased agility as conditions change
- Lower total cost of software ownership
- Immediate access to new functionality and innovations

Managing extreme demand volatility via advanced technology

"During 2020, online sales grew from about 20% of our revenues to 90%. Our Blue Yonder demand and fulfillment SaaS solutions allowed Marks & Spencer to respond rapidly across our supply chain, including new fulfillment processes and new warehouse strategies. We really learned the power of technology, including the cloud, to maximize our speed and agility."

— Head of Technology

Based in London, Marks & Spencer is a leading multinational retailer with nearly 1000 stores and 2020 revenues exceeding $13 billon US. The company specializes in clothing, home products and food, mostly private-label.

Business Challenge

For years, Marks & Spencer has relied on Blue Yonder's demand and fulfillment solutions, as well as workforce management, to optimize processes, manage complexity and support responsiveness. Marks & Spencer needed to migrate all its Blue Yonder solutions to the cloud for higher levels of agility and increased supply chain speed to provide the best service for customers.

The Blue Yonder Solution

Marks & Spencer successfully migrated to the cloud, with support from Tata Consultancy Services (TCS) and Microsoft. The new software-as-a-service (SaaS) delivery model maximizes speed, capacity and innovation.

Real-time visibility and responsiveness to market shifts

"Retailers like Marks & Spencer are starting to embrace the fact that extreme demand shifts are not going away. Our Luminate Planning solutions give us real-time, omni-channel visibility so we can make decisions quickly and confidently. Our new cloud model further accelerates our supply chain speed to provide the best service for customers — and a modern, user-friendly and highly configurable solution for our employees."

Leveraging the cost and performance benefits of SaaS

"Our new cloud delivery model has delivered many benefits. We're not encumbered by the cost and complexity of running data centers, and we have immediate access to any new functionality that can help our users do their jobs more effectively. There are lots of exciting innovations in the Blue Yonder pipeline, and we can access those right away."

A fast, seamless transition to the cloud

"Minimizing business disruptions during the cloud migration was critical, because Blue Yonder demand and fulfillment is one of our mission-critical applications, which generates orders for our downstream systems. We can't afford for our stores not to be replenished each day. The actual transition went remarkably well, and the involvement of Blue Yonder's partner TCS helped accelerate the transformation from a business and technology perspective. We had very little noise at all. And our entire company was really appreciative of that."

Solution benefits

- Blue Yonder's demand planning capabilities consolidate and synchronize demand signals, as well as external variables, across Marks & Spencer's nearly 1000 stores. The retailer leverages prescriptive recommendations to make more accurate decisions, from inventory staging to maximizing turns.

- Fulfillment planning capabilities from Blue Yonder help Marks & Spencer balance all the factors that determine inventory placement, including demand signals, customer service targets, safety-stock policies and product shelf-life constraints — all while keeping inventory costs low.

- Blue Yonder's cloud model, hosted on Microsoft Azure, allows Marks & Spencer to scale on demand, deliver faster, reduce its total cost of ownership and leapfrog others on the path to innovation. The retailer's cloud strategy positions it to integrate, orchestrate and execute in real-time to maximize responsiveness.

Blue Yonder's expertise

"Accessing cloud-based Luminate Planning capabilities helps us increase the speed of our supply chain to be more agile, ultimately better serving our customers online and in-store. Blue Yonder has also connected us with the expertise of Microsoft and TCS. We have a lot of stores, with a big product range, and that's a really high volume of critical data. It was vital that we had trust in the partnerships we were forming." **— Head of Technology**

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