

Category Knowledge Base

Actionable Data Insights at your Fingertips

Business Context/Challenge

Good data drives better decision-making. However, retailers and suppliers are currently inundated with an extraordinary amount of space and category management data, including UPC codes, SKUs, product and fixture attributes, sales results, and space and floor dimensions. But since this data is often silo'd and dispersed across an organization, it can be neigh-impossible to capture important learnings and trends and use that to drive the business forward. Retailers need their data centralized and easily-accessible.

The Blue Yonder Solution

Part of Blue Yonder Category Management, Category Knowledge Base is the central hub for all of the business intelligence you need to fuel effective planograms, floorplans, store/cluster data, product attributes and performance, and assortment planning. Combining all of this data with critical decision support, Category Knowledge Base users are able to quickly make in-the-moment, accurate decisions that drive profits and deliver results across every category and store.

Providing this fast, wide-scale access to company data within one system also simplifies the time-consuming and manual task of database administration and maintenance, allowing your teams to reallocate resources to more profitable activities.

Category managers who deploy Blue Yonder's connected category management portfolio see benefits such as a boost efficiency by up to 50%, better optimize inventory by up to 60%, and reduce costs by up to 30%.

Key Benefits

- **Higher demand** due to synchronized production and distribution plans
- **Improved customer satisfaction** and sales
- **Higher worker efficiency** thanks to automation and reduced task loads
- **More effective planning** and execution across all merchandising teams





Key Features



Simple Accessibility

Integration of Category Knowledge Base is fast and simple, supporting both SQL Server and Oracle environments. As such, it is easily configured to capture and deliver broad data from across your organization by seamlessly integrating into retailer systems to connect data process streams.



Eliminates Manual Work

Data entry and management can take up huge swaths of your merchandising teams' time. By automating simple tasks such as the publishing of content for stores, top-down and bottom-up reporting and analytics, and tailored data visualization such as charts, your team is able to leverage your data quickly and across more stakeholders, taking business intelligence and making it actionable to all facets of your business.



Efficient End-to-End Category Management

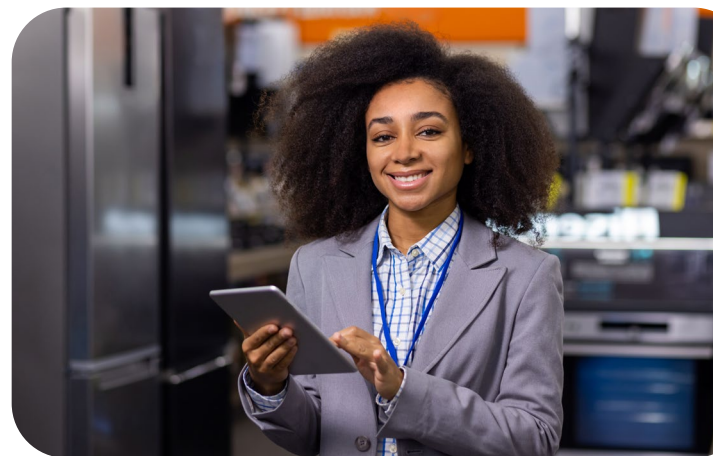
Category Knowledge Base connects into all of Blue Yonder's Category Management solutions, allowing category managers to efficiently drive their supply chains through interwoven assortment, clustering, and macro & micro space functionalities.

This means your Category Management solutions are all able to feed and be fed from the same data source, ensuring that you never miss a step – whether managing the lifecycles of planograms or validating floorplans and assortments, all of your data is unified and up-to-date.

Digital transformation is at your fingertips

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