Blue Yonder and Snowflake

Optimizing business performance by eliminating silos and simplifying data sharing

Business context

In today 's world, enterprises are managing their supply chains with a series of disparate and disconnected systems that are dependent on multiple data streams. Thanks to digitalization, businesses have better information to optimize their supply chains, but most companies are overwhelmed by the sheer volume of available data from suppliers, customers, partners and third-party sources. They lack a structured means to collect it, analyze it and apply it to their everyday decisions. With critical information scattered across their entire supply chain, companies need a better way to make informed decisions with up-to-date data that factors in business realities, changing market conditions and real-world disruptions.

Plan, decide and execute with greater speed and scale

Blue Yonder is bringing together its market leading supply chain technology and IP with Snowflake's powerful data management capabilities to address this challenge. The partnership enables companies to access, share and consume live real-world data, industry-specific datasets and data services at scale — without the latency, cost and effort required with technical integrations across applications or with traditional data marketplaces. The rich set of unified data is then centrally stored in a common data cloud.

By eliminating siloes, accelerating and simplifying data sharing, and empowering users to seamlessly bring together statistical forecasting, artificial intelligence and machine learning (ML) models on a single platform, customers gain easier access to a holistic dataset that seamlessly brings together internal enterprise data with real-world information, empowering them to make more informed decisions that can be executed faster and at scale.

Key Benefits

- Faster, higher-quality planning and forecasting
- Improved performance metrics, including sustainability
- Reduced supply risk and operating costs
- Increased revenue and margin
- Improved customer satisfaction
- Reduction in integration and data movement costs

With Blue Yonder and Snowflake, enterprises gain easier access to more real-world data; develop faster, more relevant insights; and make higher-quality decisions that can be executed at scale.

The Blue Yonder and Snowflake difference

Access to more real-time, real-world data
Enhance internal data with direct access to live, ready-to-query third-party data products, resulting in more informed scenario planning and business decisions based on all relevant market realities so you can stay ahead of the market while reducing data sharing and associated costs.

Quicker, higher quality decisions
Easily share data, act on insights and build a better network by collaborating around a single data source and single semantic data model. Reduce data movement and latency by bringing cloud-native services to the data rather than moving the data around, accelerating decisions-making.

More relevant, accurate insights
Integrate and leverage more business causals into everyday decision-making and leverage the best outputs from statistical forecasting, Blue Yonder's patented algorithms and client-developed ML to boost accuracy — even with the most complex scenarios — while ensuring decisions always reflect current business realities.

Faster time to value and performance at scale
There's no need for incremental integration, extraction or data management, resulting in faster time to value at a lower cost. Companies with diverse IT-business collaborations have been proven to deliver business outcomes 25% faster than their competitors. That's the Blue Yonder-Snowflake advantage.

Capabilities

Data Marketplace
Enhance existing data with direct access live, ready-to-query, real-world data

Data Share App
Eliminate silos and share data across your supply chain ecosystem more

Common Data Lake
Reduce cost, complexity and time to transform data with 'data co-pilot'

ML Simulation
Run hundreds of different scenarios for a distinct business problem in minutes

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