



The Networked Future of CPG

Real-time optimization with AI-driven multi-tier orchestration

Business context/challenge

The Consumer Packaged Goods (CPG) industry faces significant challenges due to shifting demand, diverse SKUs and inefficient collaboration tools for real-time communication with retailers, suppliers, co-manufacturers and carriers. Reliance on outsourced production and siloed systems limit visibility into inventory and logistics, leading to poor inventory management and increased costs.

Without real-time insights and coordination across the supply chain, companies struggle to align inventory with demand and adapt to change, resulting in poor on-shelf availability (OSA), retailer penalties and lost sales. To stay competitive, CPG brands need connected solutions that enable end-to-end visibility and seamless collaboration, ensuring agility, cost efficiency and responsiveness.

The Blue Yonder solution

The Blue Yonder Network is an AI-driven, multi-enterprise ecosystem that enables real-time planning, collaboration and execution across all supply chain tiers. It helps businesses navigate complexity with dynamic forecasting and agile management of capacity, inventory and transportation. By connecting trading partners through a shared source of truth, the network fosters seamless coordination and faster responses to market changes. The result is reduced risk, improved efficiency, and optimized performance across the end-to-end supply chain.



Why CPG leaders choose the Blue Yonder Network

- Case fill rates **+99%**
- Lower inventory levels, spoilage and waste **-20 - 30%**
- Reduction in overall costs **3 - 5%**
- Organizations in our global supply chain network **150K**



Key Benefits

- Gain visibility and take action with a multi-party command center, shared data architecture and digitally connected ecosystem
- Boost efficiency and maximize results with a single data set and AI to assess scenarios, inform trade-offs and act fast
- Minimize stockouts and excess inventory, reduce costs and improve responsiveness with demand-driven planning and streamlined inbound operations
- Comply with regulatory requirements and support sustainable practices, with comprehensive traceability from raw materials to finished goods



Capability offerings

Achieve operational excellence with swift, informed decisions

Facilitate real-time collaboration and decision-making among supply chain partners, across suppliers, manufacturers and retailers.

Blue Yonder's digital network includes the end-to-end intelligent command center of tomorrow, enabling accelerated and insightful decisions with full visibility and actionability across all trading partners. An AI agent quickly surfaces issues, analyzes tradeoffs, and recommends actions—empowering faster, smarter decisions. The connected network eliminates silos with a single source of truth, enabling seamless collaboration, efficient workflows, and accurate forecasting to align supply with demand.

Optimize inbound execution with real-time collaboration across suppliers and carriers

Synchronize inbound execution with shifting demand and resolve issues effortlessly with AI recommendations.

The network's digitally connected ecosystem enables real-time communication to manage purchase orders and shipments, proactively resolve issues and efficiently handle disruptions, boosting agility, cutting costs, and ensuring faster, more reliable deliveries.

Enhanced collaboration with retailers

An AI-enhanced unified platform enables seamless communication and data sharing.

The network's digitally connected ecosystem provides insights into inventory levels, demand forecasts and sales data, improving inventory management, enabling joint promotion planning and responding swiftly to changing market conditions. This transparency boosts efficiency and strengthens relationships, driving mutual growth and success in a competitive marketplace.

Key features

- The Supply Chain Command Center provides a holistic, AI-driven and collaborative approach to proactively manage change across the extended network
- Facilitate seamless collaboration by offering a unified system where all stakeholders, from suppliers to carriers to retailers, share information and coordinate activities, reducing delays
- AI-powered disruption management identifies risks, proposes resolutions and automates processes to reduce costs and ensure consistent fulfillment
- Break enterprise boundaries, facilitating feasibly constrained planning, optimized execution of the flow of goods and more proactive adjustments.
- Ensure regulatory compliance with end-to-end traceability across the supply chain, simplifying audits, reporting, and supporting sustainability efforts

Achieve end-to-end traceability and unparalleled visibility across all supply chain partners

Ensure compliance with regulations, prevent unauthorized distribution and strengthen sustainability commitments.

The network's digitally connected ecosystem provides real-time active awareness into the movement and handling of products, from raw materials to finished goods across every supply chain partner, mitigating threats like unauthorized distribution and spoilage while strengthening sustainability and ethical sourcing outcomes.

Exceed consumer expectations for safety and quality with comprehensive chain of custody and track and trace capabilities.

CPG transformation starts here

Build a more resilient, efficient and customer-focused supply chain with a digitally connected ecosystem, enhancing your competitive edge in the market.

Learn more at blueyonder.com.