"The story is in the numbers — I turn insights into action."

The Category Analyst
"The Data Detective"

Her role: Cracking the code of insights, uncovering opportunities from every angle

Her mission: Analyze business data, sales trends, customer behavior, market dynamics and competitor performance to unlock actionable strategies

Top challenges:

- Disconnected and fragmented data
- Slow reporting cycles
- Inaccurate or outdated data

Normal

Speed

"How fast can I find out where the problem is?"

Accuracy

"How much do my decisions reflect reality?"

Vision

"Can I see the impact of my change on the network as a whole?"

Adaptability

"How quickly can I change the plan based on new information?"

Knowledge

"Does the system help me find what I don't know?"

Risks:

- Poor forecasting disrupts planning and cuts sales.
- Missed trends limit agility and response time.
- Slow decisions delay critical actions and hurt outcomes.

Powered up (Blue Yonder)

Speed

Real-time data highlights issues as they happen.

Accuracy

Built off of in-the-moment data

Vision

Clear view of how changes affect the entire network.

Adaptability

Tools designed for quick, responsive adjustments.

Knowledge

Insights reveal gaps and guide you to solutions.

Advantages:

- Real-time data delivers precise forecasts and insights.
- Predictive analytics drive proactive, strategic moves.
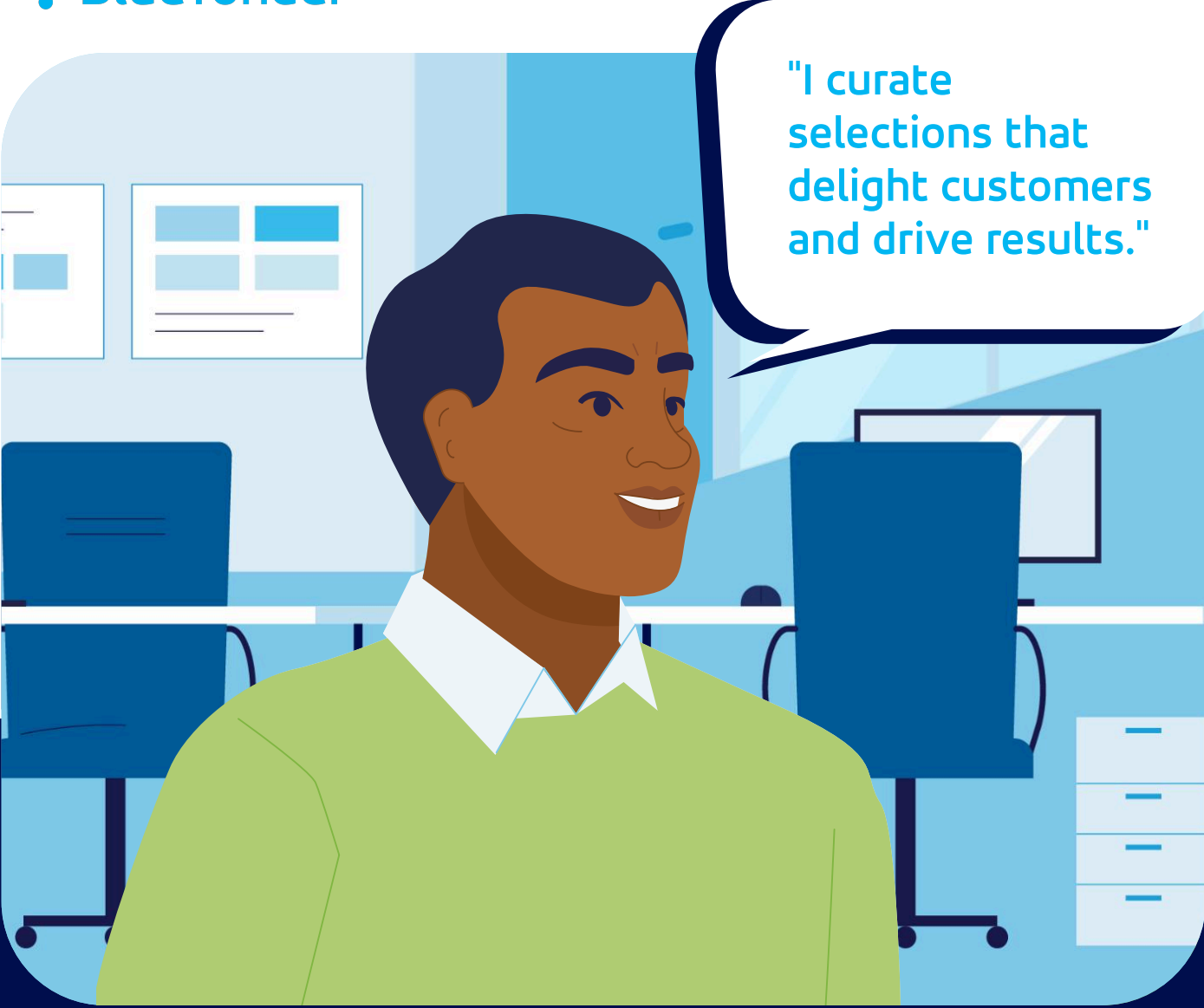- Faster inventory decisions boost sales and results.

It really is that simple:

Blue Yonder **Allocation and Replenishment** provides lightning-fast access to unified data and AI-driven insights. Eliminate silos, manual efforts and inefficiencies to make decisions that truly move the needle.

Ready to see what you're capable of?
Explore solutions at blueyonder.com to learn more.

BlueYonder

"I curate selections that delight customers and drive results."

The Assortment Manager
"The Curator"

His role: Crafting the product selection for every store

His mission: Curate the ideal product mix, optimize SKUs and drive localized success

Top challenges:

- Disconnected systems
- Slow SKU adjustments
- Rapidly shifting customer behavior

Normal

Speed

"How fast can I find out where the problem is?"

Accuracy

"How much do my decisions reflect reality?"

Vision

"Can I see the impact of my change on the network as a whole?"

Adaptability

"How quickly can I change the plan based on new information?"

Knowledge

"Does the system help me find what I don't know?"

Risks:

- Poor assortments miss local demand and sales.
- Inventory imbalances lead to overstock or stockouts.
- Underperforming products waste valuable shelf space.

Powered up (Blue Yonder)

Speed

Real-time data highlights issues as they happen.

Accuracy

Built off of in-the-moment data

Vision

Clear view of how changes affect the entire network.

Adaptability

Tools designed for quick, responsive adjustments.

Knowledge

Insights reveal gaps and guide you to solutions.

Advantages:

- Data-driven insights align assortments with local demand.
- AI forecasts optimize SKUs and minimize stock issues.
- Real-time analytics refine selections and improve stocking.

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"Strategic placement turns products into bestsellers."

The Merchandising Manager
"The Shelf Strategist"

Her role: Commander of product placement and display

Her mission: Turning shelves into sales engines with optimized product placement, pricing and promotions

Top challenges:

- Siloed pricing and inventory systems
- Limited real-time sales insights
- Slow or inaccurate replenishment

Normal

Speed
"How fast can I find out where the problem is?"

Accuracy
"How much do my decisions reflect reality?"

Vision
"Can I see the impact of my change on the network as a whole?"

Adaptability
"How quickly can I change the plan based on new information?"

Knowledge
"Does the system help me find what I don't know?"

Risks:

- Missed sales from poor placement and pricing.
- Inefficient promotions waste resources and cut margins.
- Pricing and stock issues erode customer trust.

Powered up (Blue Yonder)

Speed
Real-time data highlights issues as they happen.

Accuracy
Built off of in-the-moment data

Vision
Clear view of how changes affect the entire network.

Adaptability
Tools designed for quick, responsive adjustments.

Knowledge
Insights reveal gaps and guide you to solutions.

Advantages:

- Automated pricing aligns with market conditions to boost margins.
- Data-driven promotions drive category performance.
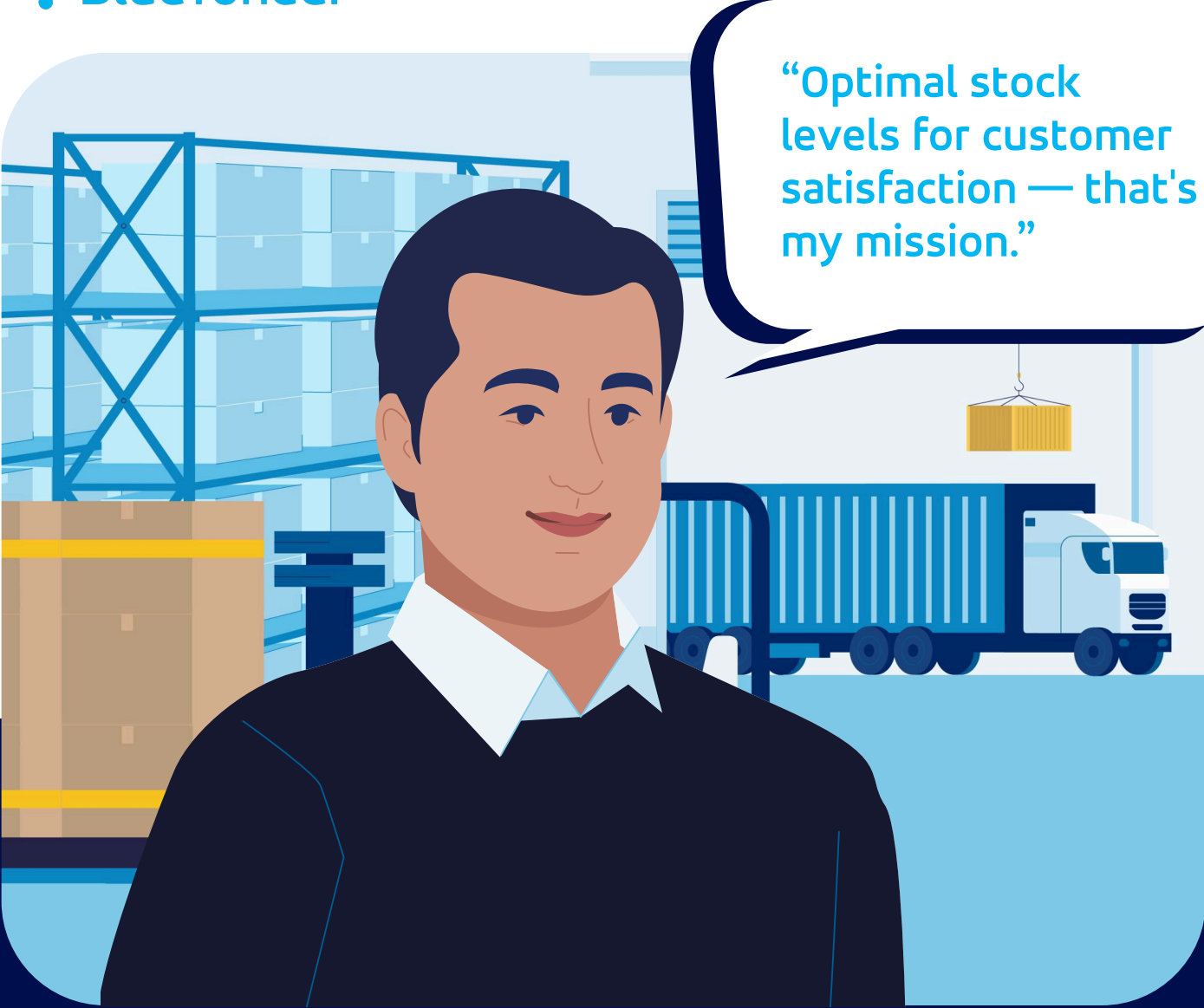- AI ensures shelves stay stocked to meet demand.

It really is that simple:

Blue Yonder **Allocation and Replenishment** provides lightning-fast access to unified data and AI-driven insights. Eliminate silos, manual efforts and inefficiencies to make decisions that truly move the needle.

Ready to see what you're capable of?
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The Inventory Manager
"The Stock Steward"

His role: Guardian of stock levels

His mission: Ensure smooth inventory flow, optimize stock levels to meet demand and streamline distribution across all locations

Top challenges:

- Disconnected inventory and supply chain systems
- Delayed or inaccurate replenishment
- Limited visibility to supplier and space constraints

Normal

Speed
"How fast can I find out where the problem is?"

Accuracy
"How much do my decisions reflect reality?"

Vision
"Can I see the impact of my change on the network as a whole?"

Adaptability
"How quickly can I change the plan based on new information?"

Knowledge
"Does the system help me find what I don't know?"

Risks:

- Stockouts or overstock affect sales and raise costs.
- Excess holding costs waste capital and resources.
- Visibility gaps cause delays and inefficiencies.

Powered up (Blue Yonder)

Speed
Real-time data highlights issues as they happen.

Accuracy
Built off of in-the-moment data.

Vision
Clear view of how changes affect the entire network.

Adaptability
Workflows designed for quick, responsive adjustments.

Knowledge
Focus on high-impact opportunities.

Advantages:

- Real-time visibility enables smooth, proactive replenishment.
- AI-driven calculations to balance stock levels with demand.
- Integrated data boosts efficiency and removes silos.

It really is that simple:

Blue Yonder **Allocation and Replenishment** provides lightning-fast access to unified data and AI-driven insights. Eliminate silos, manual efforts and inefficiencies to make decisions that truly move the needle.

Ready to see what you're capable of?
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