

# Category Managers: Maximize Performance with Blue Yonder

Seamless data transfer, real-time sync and space-aware planning



BLUE YONDER'S CONNECTED CATEGORY MANAGEMENT SOLUTIONS HELPS EMPOWER CATEGORY MANAGERS, DELIVERING THE SEAMLESS DATA TRANSFER, REAL-TIME SYNCHRONICITY, AND SPACE-AWARE PLANNING NEEDED FOR BREAKAWAY PEAK PERFORMANCE.






## THE CATEGORY MANAGER “THE CAPTAIN”

**Her role:** Shepherd her retail planning teams around a unified in-store experience.

**Her mission:** Optimize assortments across every store and maximize available space.

### Top challenges

-  Rising shopper expectations
-  Disconnected point solutions
-  Unreliable siloed data

“The right products in the right place at the right time ...every time!”

**It really is that simple:** Blue Yonder’s Connected Category Management Solutions helps empower floor planners, delivering the seamless data transfer, real-time synchronicity, and assortment-driven planning needed for breakaway peak performance. Ready to see what you’re capable of? [Explore solutions to learn more](#)

### NORMAL

**Speed** “How fast can I make a decision?” ● ● ● ● ● ○ ○ ○ ○ ○

**Accuracy** “How much do my decisions reflect reality?” ● ● ● ● ○ ○ ○ ○ ○ ○

**Vision** “Can I see beyond my planning bubble?” ● ● ○ ○ ○ ○ ○ ○ ○ ○ ○

**Adaptability** “Can I make changes as I get new information?” ● ● ● ○ ○ ○ ○ ○ ○ ○ ○

**Knowledge** “Do I know what I don’t know and how to solve that gap?” ● ● ● ● ● ○ ○ ○ ○ ○

### Risks

- Too many SKUs to manage
- Bad assortments that lead to lower sales and unsatisfied customers
- Higher holding costs due to unsold inventories
- Inability to properly place assortments.

### POWERED UP WITH BLUE YONDER

**Speed** At the pace of the market ● ● ● ● ● ● ● ● ● ●

**Accuracy** Built off of in-the-moment data ● ● ● ● ● ● ● ● ● ●

**Vision** A fully-connected retail planning platform ● ● ● ● ● ● ● ● ● ●

**Adaptability** Optimized to meet ever-changing market requirements ● ● ● ● ● ● ● ● ● ●

**Knowledge** Centralized planning that is informed by the whole business ● ● ● ● ● ● ● ● ● ●

### Advantages

- Higher sales with leaner inventories
- Better in-store experiences
- More satisfied customers
- Less waste and inefficiencies due to data silos.







## THE SPACE PLANNER “THE SHELF WHISPERER”


**His role:** The chief architect of the in-person experience across each store.

**His mission:** Maximize available shelf space to best meet customer demand and expectations.

### Top challenges

 Meeting localized requirements

 Higher inventory costs

 Quickly shifting demand behavior

“Maximize the impact of every product across every store!”

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**Knowledge** “Do I know what I don’t know and how to solve that gap?” ● ● ● ● ○ ○ ○ ○ ○ ○ ○ ○

### Risks

- Outdated/incorrect planograms lead to errors and costly rework
- Customers are less loyal, meaning there’s no room for error
- Not enough time or resources to properly localize for each store.

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### Advantages

- Built-in automation generates faster, more targeted planograms at-scale
- Space-aware planning optimizes assortments for every layout
- Zero latency between updates ensures seamless, real-time adjustments.



## THE ASSORTMENT MANAGER “THE MIX MASTER”

**His role:** Be the frontline strategist for the in-store product mix.

**His mission:** Curate the ideal assortment that meets customer need, maximizes available space, and drives both sales and loyalty.

### Top challenges



Store-to-store localization



Unreliable data



Rapidly shifting demand patterns

“Local product selections that meet customer demand!”

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### Risks

- Too many SKUs to effectively manage manually
- Higher holding costs due to unsold inventories
- Lack of space awareness means some products never make it to the shelf.

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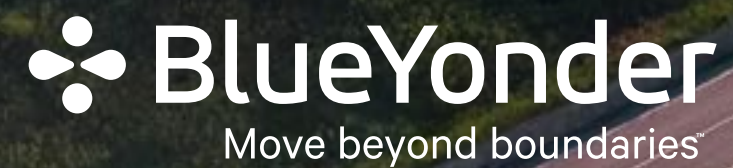
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### Advantages

- Faster, more efficient decision-making
- Ability to make on-the-fly adjustment
- A single source for up-to-date data
- Visualization tools that show impact before implementation.



Thank you for reading

## Category Managers: Maximize Performance with Blue Yonder

Modernizing your supply chain for maximum certainty will require investments of time and money. It won't be simple, but it doesn't have to be overwhelming. In fact, remembering that changes happen one day at a time will make the entire process easier.

In the very best of partnerships there are no barriers. We will simply become an extension of your team, all pulling in the same direction towards the same goal—helping you move beyond boundaries.

Visit [blueyonder.com](https://blueyonder.com) for more information.

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