



# CPG Excellence Redefined

Optimize inventory, drive growth, boost efficiency

## Business context/challenge

The Consumer Packaged Goods (CPG) industry faces growing complexity driven by dynamic demand shifts, diverse SKUs and stringent shelf-life requirements. Frequent promotions and fluctuating consumer trends challenge sourcing, production and logistics, making it difficult to manage inventory and meet on-time and in-full (OTIF) expectations, often resulting in costly stockouts, expedites or aging inventories.

Without real-time visibility across supply chain ecosystems, companies struggle to align inventory with demand and respond to change. To stay ahead, CPG businesses need solutions that enhance visibility, optimize the flow of goods, and enable seamless internal and external collaboration, ensuring agility, cost efficiency and responsiveness.

## The Blue Yonder solution

Blue Yonder's end-to-end supply chain solutions empower CPG companies to adapt to demand volatility, enhance multi-channel fulfillment, and optimize inventory management, production and transportation across multi-tier networks.

Designed for industries managing high SKU volumes and frequent promotions, these solutions deliver real-time, network-wide visibility and analytics, enabling accurate demand forecasting and seamless inventory alignment.

By synchronizing supply chain operations across enterprise trading partners, including suppliers, carriers, and customers, the platform reduces inefficiencies, ensures timely deliveries and promotes sustainability initiatives.



### Why CPG leaders choose

#### Blue Yonder

- Reduce out-of-stock rate by **30%**
- Improve forecast accuracy with demand sensing by **12%**
- Boost planner efficiency with real-time analytics by **50%**
- Reduce transportation costs by **8%**



### Key benefits

- Streamlines production and logistics processes **reducing costs and expedites improving resource utilization**
- Aligns inventory with market fluctuations **dynamically allocating inventory to minimize stockouts, overstock and inefficiencies**
- Fosters seamless coordination with suppliers, co-packers and distributors to **adapt quickly to disruptions**
- Enables cost-efficient OTIF deliveries by **streamlining deployment planning, load building and dynamic routing**

## Capability offerings

### Integrated demand and supply planning

**Optimize purchasing and production by forecasting with precision.** Enable accurate sensing and shaping of demand across channels by analyzing trends and promotions, responding to market shifts, and aligning supply to optimize inventory levels, reduce stockouts and minimize obsolescence.

### Intelligent command and control center

**Enable swift responses with end-to-end visibility and actionability.** Drive collaboration and orchestration across trading partners, including suppliers, co-packers, carriers and customers, to enable swift disruption response and enhance supply chain resilience.

### Supplier/carrier collaboration

**Synchronize and resolve with real-time engagement.** Enable real-time communication with suppliers and carriers to address shortages, align on forecasts, manage purchase orders, shipments, capacity and bookings, and efficiently handle disruptions, ensuring seamless collaboration across the supply chain.

### Logistics and fulfillment optimization

**Streamline and deliver with real-time order coordination.** Enhance omni-channel fulfillment through real-time tracking, optimized routing, and efficient management of warehouses, labor, and transportation, ensuring cost-effective distribution and timely deliveries.

### Category management

**Align categories with demand for maximum impact.** Align product categories with demand trends, optimizing assortments, pricing and promotions to boost sales and performance.

### Dynamic network design and scenario planning

**Optimize real-time collaboration for supply chains.** Model market scenarios to optimize supply chain configurations, orchestrate processes, address risks and opportunities, automate scenarios and simulate P&L for cost-effective trade-off analysis.



### Key features

- **Real-time network wide visibility across the enterprise and trading partners** to maintain on-shelf availability (OSA)
- **Aligns inventory with supply and demand** shifts to prevent imbalances meeting dynamic market needs
- **Ensures efficient fulfillment** with optimized routing and tracking
- **Supports quick adjustments** to supply chain configurations during disruptions
- **AI-powered demand sensing, inventory optimization and supply planning** align demand and supply to ensure synchronized operations minimize stockouts and reduce excess inventory building and dynamic routing