



Category Management

Deliver optimal in-store experiences, backed by customer data

Business Context / Challenge

Category management has always driven the supply chain, but retail is too complex for traditional merchandising strategies to work anymore. Shifting buyer trends require agile solutions, whether it's managing an ever-widening product portfolio, optimizing assortments to meet shopper demand, more effectively utilizing retail space, or just delivering a better overall customer experience.

The Blue Yonder Solution

Blue Yonder's Category Management capabilities cut to the very heart of retail planning, taking buyer data and making it actionable across every step of the customer journey via a connected category review process:

- Capture and **understand customer behavior**
- Build offerings designed to **attract and retain those same customers**
- **Determine what is sold** and through what channels
- **Drive higher sales over time**

With highly automated, AI-native solutions all built inside Blue Yonder's end-to-end supply chain platform, Category Management empowers merchandising teams to deliver higher efficiency, lower costs, and stronger overall results across every retail channel.



Key Benefits

- Higher sales and leaner inventories, **increasing margins across your business.**
- More satisfied customers thanks to **better in-store experiences and product assortments designed to meet their demand.**
- Less waste and inefficiencies across your merchandising division, all while **breaking down data silos.**
- The right products in the right place at the right time, **every time!**

Capability Offerings

Strategic Assortment

Optimize your store-level assortments. Your customers expect your in-store inventories to be centered around them. Quantify SKU performance via a user-defined, rules-based framework and build out visual-based reports that answer what drives purchasing decisions on a store-by-store basis. The end result is a better shopper experience, higher inventory turns, constantly improving assortment plans, and faster, more profitable decision-making

Clustering

Make shopping data actionable. You need to know what your customers are buying, where they are buying it, and how to best adjust to meet their preferences. Clustering uses visual maps to help you intelligently group stores and behavior by category, giving you detailed insights into shopping behavior on a localized level. This empowers your teams to optimize inventory placements, ultimately leading to higher overall customer satisfaction

Space Planning

Build data-driven product displays. Planograms give merchandisers an invaluable tool to build optimal on-shelf displays for their customers. Blue Yonder takes this a step further with its built-in, automated solution that aligns assortment, blocking, and inventory targets with data from across your supply chain platform. With an intuitive UI and industry-leading functionality that supports high output without sacrificing quality, there is no limit to what you can accomplish

Floor Planning

Visualize the in-store experience. Every store is different, but the goal of the in-person experience is the same. Blue Yonder lets your teams easily optimize the layout of each store with graphical floor plans that identify hot spots, flag low traffic areas, and ensure brand and performance consistency. With the ability to quickly pivot using analytics-driven recommendations, the result is more sales, higher shopper satisfaction, and more right-sized inventories



Why Retailers Choose Blue Yonder for Category Management

- Grow profits by up to **20%**
- Increase in team efficiency **50%**
- Reduce out-of-stocks by up to **25%**



Key features

- **Insight-driven planning** focused on leveraging customer data
- **Dynamic assortments** that meet customer expectations
- **Clustering** designed around matching local demand
- **Industry-leading, native-built planograms** that empower flexible space management tools
- **In-store experiences** that seamlessly translate from screen-to-site