

# Integrated Demand and Supply

Manage demand, supply and inventory together via a single end-to-end solution, powered by Blue Yonder

## Business context

In a recent Blue Yonder [survey](#), 84% of executives reported supply chain disruption. From route changes and extreme weather to geopolitical unrest, these events interfere with even carefully crafted plans. Disruption and exceptions impact planners every day, making work difficult and stressful. Supply chain disruptions and mismanaged plans impacts range from production and capacity issues on the factory floor to missed deliveries, higher transportation costs, increased inventory loss, and missed SLAs.

In their efforts to plan strategically and profitably, planners face three primary challenges.

- First, they're overwhelmed by data — so overwhelmed that they lack the capability to quickly identify and efficiently model how changes in demand influence inventory and production requirements.
- Second, supply and demand patterns are consistently changing, resulting in missed opportunities and production that is unresponsive and inefficient, leaving costs and the customer at risk.
- Third, planners operate in silos that leave them unable to deliver consistent and holistic plans that ensure goals are met across their entire supply chain.

## Key benefits

- Improve demand forecasting accuracy
- Improve planning productivity
- Decrease overstocks and stockouts
- Increase customer satisfaction
- Reduce emergency expedites
- Decrease planner onboarding time and turnover
- Enhance planner skillsets and versatility

## The Blue Yonder solution

**Blue Yonder's Integrated Demand and Supply Planning (IDSP) enables customers to stay ahead of changing demand without compromising operational excellence or profit margins. With Blue Yonder's AI powered IDSP solution, supply chain planners can easily collaborate, model and optimize a 360-planning view in seconds versus days, enabling them to capitalize on new opportunities and work around risks before business is disrupted.**

As a single, cognitive solution, IDSP seamlessly connects demand and supply with inventory optimization via the Blue Yonder Platform to profitably turn risk into opportunity. IDSP is purpose-built for today's constantly disrupted supply chain landscape, enormous data volumes, disconnected planning, and overwhelmed planning teams. Fueled by a single data set and accessed via a single, intuitive user interface, Blue Yonder IDSP enables cross-functional planners to holistically manage the end-to-end supply chain. It logically links the company's top-level business goals and strategies with raw materials, inventory targets and contract commitments, as well as demand, distribution, production and procurement through an end-to-end approach to supply chain planning.

Powered by artificial intelligence (AI), machine learning (ML) and advanced data science, IDSP's decision engines support what-if analysis and scenario generation — across both demand and supply planning. When a disruption occurs, this intelligent solution weighs trade-offs, performs robust analysis and automatically recommends a holistic course correction — good for the entire business, not just the demand, supply or inventory planning team.



## Capability details

### Support for more holistic, insightful decisions

Because it's not solely focused on demand or supply, IDSP empowers planners to make holistic decisions and plans — maximizing outcomes across supply, demand, purchasing and inventory. IDSP's decision engines consider a range of real-time data, including the demand forecast, available inventory, promotions, pricing, cost and service targets, and delivery time and urgency. Advanced AI and ML enable IDSP to quickly process large volumes of real-time data and drive the right end-to-end response.

### Intelligent, predictive automation

IDSP is an intelligent planning solution that eliminates time-consuming, error-prone manual analysis and consumer-grade spreadsheet tools. Instead, IDSP leverages AI, ML, data science, optimization, and advanced decision logic to build highly accurate, predictive and optimized plans. All plans are rooted in centralized data and seamless, connected workflows. IDSP equips cross-functional teams to not only create accurate plans the first time, but also to dynamically update those plans with equal speed and precision.

### Greater workforce flexibility

Traditionally, individual planners have been focused only on demand, supply, inventory or purchasing. But the complexity and volatility of global supply chains have made this an outdated concept. Today planners need the flexibility to easily change roles as the needs of the company dictate. IDSP supports this workforce flexibility through a single solution, a single user interface and seamless cross-functional workflows. With IDSP, companies enjoy simplified software procurement, licensing, resource onboarding, training, and ongoing team management and support.

### Improved supply chain agility and resilience

Across the supply chain, conditions are always evolving — which means demand, supply and inventory plans must be a single, dynamic plan, listening to external disruptions.

Companies must adapt quickly to disruptions to avoid production delays, overstocks, stockouts, lost sales, margin erosion, customer dissatisfaction, expediting costs and waste. Until now, most companies have lacked a single solution that addresses all these risks simultaneously in near real-time. By supporting end-to-end analysis, IDSP provides a low touch and optimal way to capture and resolve disruptions. The result? Significantly improved supply chain agility and resilience, which translates to a competitive edge.

### Broad, industry-leading expertise, in a single solution

Blue Yonder is uniquely qualified to offer an integrated demand and supply planning solution, backed by our innovative, industry-leading functionality. Blue Yonder's technology leadership is evidenced by our long-term leadership in multiple analyst reports, as well as decades of proven results across thousands of customer engagements in manufacturing and retail. With IDSP, Blue Yonder offers the power of connected demand planning, supply planning and inventory optimization, enabled by industry-specific AI and ML.

### Key features

- Accelerated, insight driven decision-making that creates actionable items for planners
- Causal based scenarios
- Improved demand planning accuracy with mix and match and other statistical techniques
- Intelligence enabled by AI, ML and GenAI
- Configurable to the enterprise's needs and user preferences
- A single user interface and shared data
- Connected planning workflows
- Advanced cross-functional insights and recommendations

