



Blue Yonder Network Network Trading Partners

The value of an interconnected supply chain for grocery suppliers

Grocery and other food retail distributors are modernizing their processes, requiring suppliers and carriers to share near real-time location and temperature data through centralized platforms like the Blue Yonder Network. This shift is driven by both operational efficiency and stricter regulatory demands, including enhanced record-keeping and tracking requirements under the Food Safety Modernization Act (FSMA) Rule 204 and the Seafood HACCP regulation. These rules mandate detailed documentation of Key Data Elements (KDEs) and Critical Tracking Events (CTEs), especially for high-risk items like fresh produce and seafood, to ensure traceability and rapid response to contamination risks.

This shift supports:

- Proactive receiving operations
- End-to-end product visibility
- Dynamic demand and supply planning
- Greater agility through improved inbound visibility and partner collaboration

Why the Blue Yonder Network matters

Proactive receiving

Instead of relying on calls, emails or texts to locate inbound shipments, teams can use the Blue Yonder Network's real-time transportation execution dashboard. By entering a PO number, users can instantly see the location of a shipment, get an ETA and, if necessary, adjust plans accordingly.

Supply chain visibility and planning

The network enables analysis of supply chain bottlenecks and performance at the lane level. It helps improve compliance against inbound ORAD (Original Requested Arrival Date) and outbound fulfillment to stores, ensuring fresher products and faster processing.

Key outcomes

- Enhanced freshness and product availability
- Improved on-time delivery
- Automated appointment scheduling
- Real-time location and temperature tracking

User specific dashboards

Blue Yonder dashboards consolidate data from multiple sources into a single platform, eliminating fragmented communication. They offer:

- Shared views across retailers, carriers and suppliers
- Real-time updates visible to all stakeholders
- A single source of truth for shipment status and changes

This shared ecosystem reduces delays, miscommunication and manual effort.

Supporting your transition

Blue Yonder Network streamlines your workflow by focusing your team's attention on relevant data through:

- Operational dashboards for exception management
 - Real-time tracking dashboards with predictive insights
 - Alerts for late deliveries and temperature deviations
 - In-system appointment rescheduling
 - Compliance widgets on the dashboards highlight tracking and temperature requirements, ensuring quick access to critical information.
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Our vision

The Blue Yonder Network aims to eliminate inefficiencies and reduce cycle times across the supply chain. Customers have seen:

75%

faster access to actionable data

10-point

improvement in supply assurance

The ability to identify underperforming carriers and lanes to proactively address issues

This leads to improved fill rates and lower operating costs, empowering all partners to act swiftly and effectively.

What our customers are saying:

“The Blue Yonder Network creates value for our customers, suppliers and carriers by enabling a more connected supply chain.”

“The Blue Yonder Network enhances our ability to deliver fresh, full products consistently.”

“The dashboards simplify communication and coordination across our supply chain.”

— Large Food and Grocery retailer