



# Inventory Availability and Order Optimization

Reimagine Omni-Channel fulfillment to deliver customer-centric experiences

## Business context

The last few years have seen the rise of channel proliferation and continued expansion of customer fulfillment options, such as marketplace and curbside/delivery. With customers embracing this hybrid model, businesses need to deliver top-notch experiences regardless of how and where customers engage with them. They need to provide customer-centric experiences, so customers can get the right product, at the right time, through the channel of their choice, with speed and convenience at the heart of the engagement.

## Solution

Blue Yonder has reimaged personalized customer-centric experiences by enabling retailers to bring fulfillment transparency directly to them. As fulfillment strategies evolve, retailers can take advantage of the speed and convenience they deliver to customers in real time.

With Blue Yonder's unified inventory availability and omni-channel fulfillment intelligence capabilities, retailers can present real-time inventory to customers across their network and determine how and when orders can be effectively fulfilled based on cost, location, and transit times. Retailers can also now make real-time sourcing and order promising decisions that deliver accurate, reliable, and personalized ecommerce experiences while increasing operational accuracy. Fulfillment transparency increases orders, customer acquisitions, and conversion rates, and reduces cart abandonment and customer service calls. Blue Yonder inventory availability and omni-channel fulfillment capabilities ensure that retailers can successfully deliver personalized experiences to customers and drive unprecedented ecommerce growth.



## Real results\*

- Gains in ecommerce revenues **>5%**
- From inception to full deployment across 1,500 stores **4 Months**

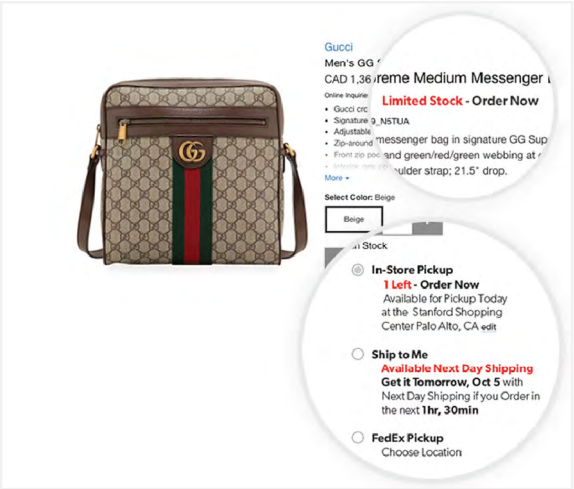


## Benefits

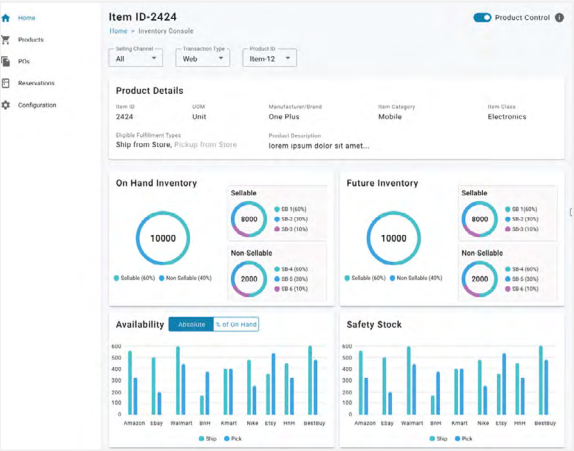
- **Real-time inventory availability with built-in protection** - Accurate and reliable inventory commitments to customers across every channel in real-time.
- **Increased revenue** - Deliver accurate in-stock/out of stock, shop my local store, and product quantity data to customers to drive conversion rates, minimize shopping cart abandonment rates, and increase revenue.
- **Omni-channel fulfillment** - Delight customers by delivering the right product, at the right time, wherever they want it.
- **Reimagined and personalized consumer experiences** - Deliver personalized experiences based on customer preferences.
- **Profitable order optimization** - Optimize the cost to fulfill, taking into account location, cost of merchandise, product selection, profitability, transportation, and supply chain costs.

\*Petco Case Study, Sept 2020

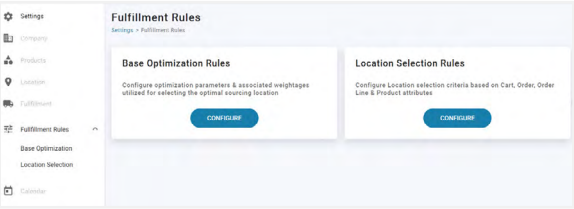
Provide real-time inventory, urgency messaging and accurate commitments to customers.



View real-time inventory dashboards to prevent under and over-selling.



Set granular fulfillment rules to optimize the cost to fulfill orders.



## Key capabilities

### Single view of inventory availability

- Accurate, real-time inventory availability during the shopping process at a location and enterprise level.
- A single source of truth for inventory availability that enables customers to locate and reserve products for purchase.
- Inventory can be tracked at a serialized/ RFID and location/zone level.

### Reservations and inventory protection

- Merchandise reservations ensure that once an item is added to the shopping cart, it is available at check out.
- Dynamic safety stock and protection levers maximize inventory exposure and deliver accurate inventory promises

### Omnichannel fulfillment

- Optimized enterprise order fulfillment options such as ship to/from store, buy online pick up in-store (BOPUS), and last-mile delivery options drive customers from click to commit.
- Uses Real-time inventory data to determine how and when to fulfill product.
- A single optimization engine drives pre and post buying options and commitments
  - Pre-sourcing provides shipping options and delivery dates early in the order process increasing click through rates.
  - Post-sourcing ensures that retailers can profitably fulfill on commitments.