![BlueYonder]

Resilient Pharmaceutical Planning and Execution

Ensuring compliance, agility, and patient-centric outcomes in pharmaceuticals.

Business context/challenge

The pharmaceutical industry operates within one of the most regulated supply chain landscapes. Ensuring the integrity of temperature- and date-sensitive products while maintaining end-to-end visibility across global networks creates pressure to balance compliance, cost efficiency, and patient-centric outcomes.

Fragmented supplier networks and compliance requirements for cold chain management, biologics, controlled substances, dangerous goods, and geographic restrictions add complexity. Managing lifecycle transitions, such as hard and soft cutovers, further challenges supply and demand alignment amid variability. To overcome these, pharmaceutical companies must transform supply chains to achieve efficiency, compliance, and resilience.

The Blue Yonder solution

Blue Yonder empowers pharmaceutical companies to address regulatory complexities, demand volatility, and fragmented networks with AI-driven solutions tailored for industry challenges.

The platform integrates real-time scenario modeling using digital twins, predictive insights for proactive risk management, and cold chain monitoring to ensure secure, efficient delivery of temperature-sensitive products. With AI-driven forecasting, organizations can adapt to demand fluctuations, optimize inventory, and uphold standards.

Advanced capabilities like task prioritization, automated compliance tracking, and returns management optimize operations, minimize waste, and align with sustainability goals. These solutions enhance efficiency, protect product quality, and ensure compliance while improving delivery speed and customer satisfaction.

Key benefits

- Real-time, multi-tier visibility **ensures compliance, maintains cold chain integrity, and addresses disruptions** quickly.

- AI-driven forecasting aligns supply and inventory with demand, **reducing waste and stockouts.**

- Supports compliance with regulations such as the Drug Supply Chain Security Act (DSCSA) and Falsified Medicines Directive (FMD) by **enabling streamlined workflows, serialization, and robust traceability to meet global standards**

- Advanced tools streamline warehousing, transportation, and reverse logistics, **cutting costs and boosting productivity.**

Why pharmaceutical leaders choose Blue Yonder

Reduces fulfillment, storage, and handling costs by	Efficient transportation management improves service levels by	Enhances order fulfillment, boosting customer satisfaction by
50%	**40%**	**95%**

Capability offerings

Integrated demand and supply planning

Navigate demand volatility with confidence. Integrated planning provides precise demand forecasting, adaptive supply planning, inventory optimization, and lifecycle management to help pharmaceutical companies effectively navigate demand and supply volatility, optimize inventory, and ensure timely availability of expiration-sensitive products.

Integrated business planning

Bridge strategy with execution. Unified planning across R&D, production, and distribution leverages digital twins for scenario modeling and advanced analytics, enabling proactive decision-making and synchronized operations.

Order promising and fulfillment optimization

Achieve accurate, on-time deliveries. Intelligent sourcing algorithms enable alternate fulfillment strategies, complemented by real-time tracking for date-sensitive products and optimized for direct-to-pharmacy and hospital delivery.

Command and control center

Enhance visibility and decision-making. Predictive insights enable proactive risk management and decision-making, enhanced by real-time traceability for biologics and high-value products, along with automated workflows ensuring compliance.

Synchronized transportation and warehouses

Streamline logistics for sensitive goods. Dynamic routing and fleet management enhance cost efficiency, while integrated warehouse operations ensure seamless coordination. Cold chain monitoring safeguards temperature-sensitive products, supported by real-time visibility for end-to-end efficiency.

Returns management

Simplify and optimize reverse logistics. AI-driven insights and advanced analytics streamline returns processing, reduce waste, and align with sustainability goals to enhance operational efficiency and support environmental initiatives.

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Key features

- **AI-powered demand sensing, inventory optimization, and supply planning with digital twins and scenario modeling** align demand and supply for synchronized operations.
- **Dynamic routing, cold chain monitoring, fleet management, global network, and compliance workflows** ensure secure and cost-effective deliveries.
- **AI-driven analytics and sustainability-focused processes** streamline reverse logistics.
- **AI-driven task prioritization, robotics, and inventory tracking** improve warehouse efficiency.

Redefine pharmaceutical supply chains with us

Reimagine your supply chain with advanced insights to enhance efficiency, compliance, and deliver better patient outcomes.

Learn more at blueyonder.com

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