

Order Management for Wholesale Distribution

Built for B2B commerce complexity, from order through delivery

Business Context

Wholesale distributors face significant pressures. Their business-to-business (B2B) customers depend on them to help satisfy demand with the right inventory at the right place, at the right time, and at the right cost. But now supply chains have become more global, and disruptions more commonplace. In response, B2B customers expect their distribution partners to deliver a new degree of supply chain visibility, resilience, agility and omni-channel commerce.

For wholesale distributors to remain competitive, it's critical that they invest in purpose-built order management and order execution solutions. Advanced digital solutions help wholesalers adopt new ways of operating to drive high service at a low cost. Enabled by artificial intelligence (AI) and machine learning (ML), these solutions dynamically and accurately match inventory with demand. They support the integration of distributors' supply chains with their customer and partner network. And they help create new, more customized B2B experiences.

The Blue Yonder Solution

Enabled by advanced AI and ML, Order Management capabilities from Blue Yonder help wholesale distributors address all their complex challenges. But these solutions are easy to access, use and add on, thanks to Blue Yonder's composable microservices approach. Order Management solutions — including Inventory Services, Commits Services, Order Services, Intelligent Rebalancer* and Returns Management — are architected in a modular way. They're complemented by modules that improve reporting, analytics and insights. They can easily be added on top of the existing tech stack, and they're fully interoperable with the Blue Yonder Warehouse Management solution and other software.

Blue Yonder's composable approach allows distributors to deploy solutions as needed, in an optimal order, driving rapid time-to-value and fast innovation. With Blue Yonder, distributors can unlock end-to-end visibility across their fulfillment networks, synchronize execution, maximize limited resources, and integrate systems and capabilities. They can capitalize on the latest technological innovations, while minimizing costs, disruptions and downtime.



Key Benefits

- Reduce inventory carrying costs and speed turns
- Increase customer fill rates through real-time allocation
- Deliver a better B2B experience through connected order orchestration
- Quickly react and recover from supply and demand disruptions*
- Drive continuous improvement via insights and analytics



Key Features

- Enterprise-wide view of inventory that's available and capable to promise
- Flexible, advanced allocation algorithms that address B2B complexity
- Cost optimization through multi-faceted fulfillment optimization
- Order orchestration across the entire lifecycle, via any fulfillment channel
- Real-time, dynamic order rebalancing, in between planning cycles*
- Advanced insights and recommendations fueled by AI and ML

Capability Details

Real-Time Network Visibility

Delivered by the Blue Yonder Inventory Service solution, real-time inventory availability is a powerful advantage for wholesale distributors. The ability to see current, future, reserved and segmented inventory across the network enables wholesalers to fully maximize inventory utilization and increase fill rates as they accurately and dynamically promise inventory. Real-time visibility is crucial to understanding the health of the distribution network, while also reducing carrying costs by eliminating stagnant inventory and increasing inventory turns. Knowing not only what is available to promise, but also what is capable to promise, enables more options, supports better decisions and increases adherence to service-level agreements (SLAs).

Greater Operations Resiliency

While disruptions have become more frequent, B2B customers expect their suppliers to stay agile and still fulfill their fulfillment promises. Distributors must demonstrate that they have the technology, talent and capacity to react effectively. With Intelligent Rebalancer,* an AI- and ML-fueled optimization engine re-sequences open demand following a disruption —and re-allocates inventory based on dynamic, configurable rules. By executing optimal decisions in microseconds, this Blue Yonder solution eliminates the need for time-consuming, error-prone manual interventions. It ensures that current needs are satisfied in the most strategic and profitable manner, even if the resolution doesn't adhere to the original plan.

Support for a Modern, Omni-Channel Experience

B2B customers today expect the same modern experience they enjoy as shoppers and consumers when they browse, order and receive products. Wholesale distributors need to give their customers a frictionless way to place, view and track orders digitally, from order creation through fulfillment and delivery. They need to provide both real-time transparency and flexible fulfillment options. Commits Service allows wholesalers to make — and keep — fulfillment and delivery promises based on real-time

“order by/get by” timelines, as well as warehouse and transportation capacity. Order Services empowers B2B customers and internal customer service teams to track and manage all order types, across every step of the order management lifecycle. A single workflow engine, along with real-time alerts and monitoring, ensures that all stakeholders share the same real-time awareness.



Key Features

Inventory Service

- Network-wide inventory visibility and availability
- Real-time view across current, future and segmented inventory

Commits Service

- Pre- and post-order fulfillment optimization
- Real-time commitment calculations

Order Services

- Integrated orchestration and workflows
- Pre- and post-order customer engagement

Insights & Analytics

- Reports, dashboards and advanced analysis
- Complex algorithms for forecasting and allocation

Intelligent Rebalancer*

- Complex decision-making hierarchies
- Automated order reallocation and supply rebalancing

Returns Management

- Returns orchestration and processing
- Streamlined user experience