



Reinvent Your Supply Chain With Next-Generation Planning Capabilities



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Challenges CPG, Food & Beverage and Life Sciences Industries Face



Gaining Your Competitive Edge With Next-Generation Planning



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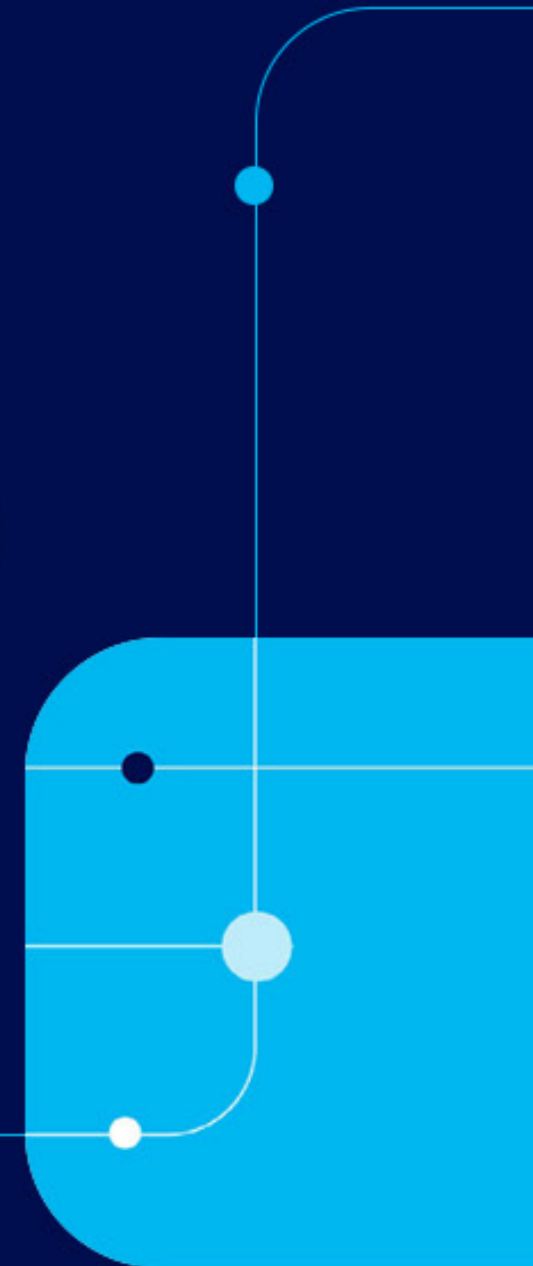
Integrated Business Planning (IBP)



Case Studies in CPG, Food & Beverage & Life Sciences Supply Chain Management



The Blue Yonder Difference





Challenges the CPG, F&B and Life Sciences Industries Face

To remain competitive, consumer industries need new strategies to keep up with today's rapidly-changing landscape and digital transformation.

Visibility

To stay ahead of today's challenges and increase agility, supply chains need foresight into potential disruptions with the ability to quickly find and execute resolutions. Visibility is the first step to agility.

Volatile Demand

Evolving customer expectations, focus on sustainability, and macro & micro economic factors continue to increase demand volatility. Ability to accurately forecast demand is a critical capability to create a high performing supply chain.

Constrained Supply

In today's fast changing, highly competitive digital world it is more challenging than ever for companies to fulfill customer requirements, at the right place, at the right time while maintaining margins and supporting company growth.

Gaining Your Competitive Edge With Next-Generation Planning

To stay ahead of today's supply chain complexities, you need to manage what you don't see, plan for what you don't know, prioritize unlimited options, and execute to align for success. In today's digital economy, visibility equals agility. What's required is an intentional design that provides an end-to-end view of supply chain operations and provides real-time information that helps everyone to understand impacts and then provides prescriptive steps to mitigate risks and reduce disruptions.

Integrated Demand & Supply Planning supports your growth and manages disruptions with unified supply chain plans across your value network to improve speed, customer service and agility.

KEY BENEFITS

- **End-to-end AI-enabled** demand and supply planning for industry best demand and supply matching
- Digital collaboration rooms to **collectively analyze impact** and manage supply chain constraints
- Pre-configured CPG, F&B and Life Sciences workflows to speed time-to-value and lower learning curve
- **AI-based optimization** to lower working capital and cost to serve while improving customer service and asset utilization
- **Cloud-based platform** to lower TCO and attain better data management



Integrated Demand & Supply Planning for Consumer Industries

DEMAND PLANNING

Increased Profitability

Achieve higher availability and lower costs through micro-segmented demand and predictive forecasting.

Minimized Inventory & Waste

Drive inventory deployment and accurate demand and assortment planning to reduce waste with dynamic segmentation.

Increased Revenue

Better orchestrate supply and execution to fulfill opportunities through ML-enabled predictive demand.

Closed Loop Planning

The supply chain becomes a powerful, boundaryless closed loop that is more intelligent, responsive and agile to changing business conditions.

SUPPLY PLANNING

Increased Agility

Predict and pivot to demand shifts, competitor product introductions, changing material costs and other supply chain disruptions.

Increased Productivity

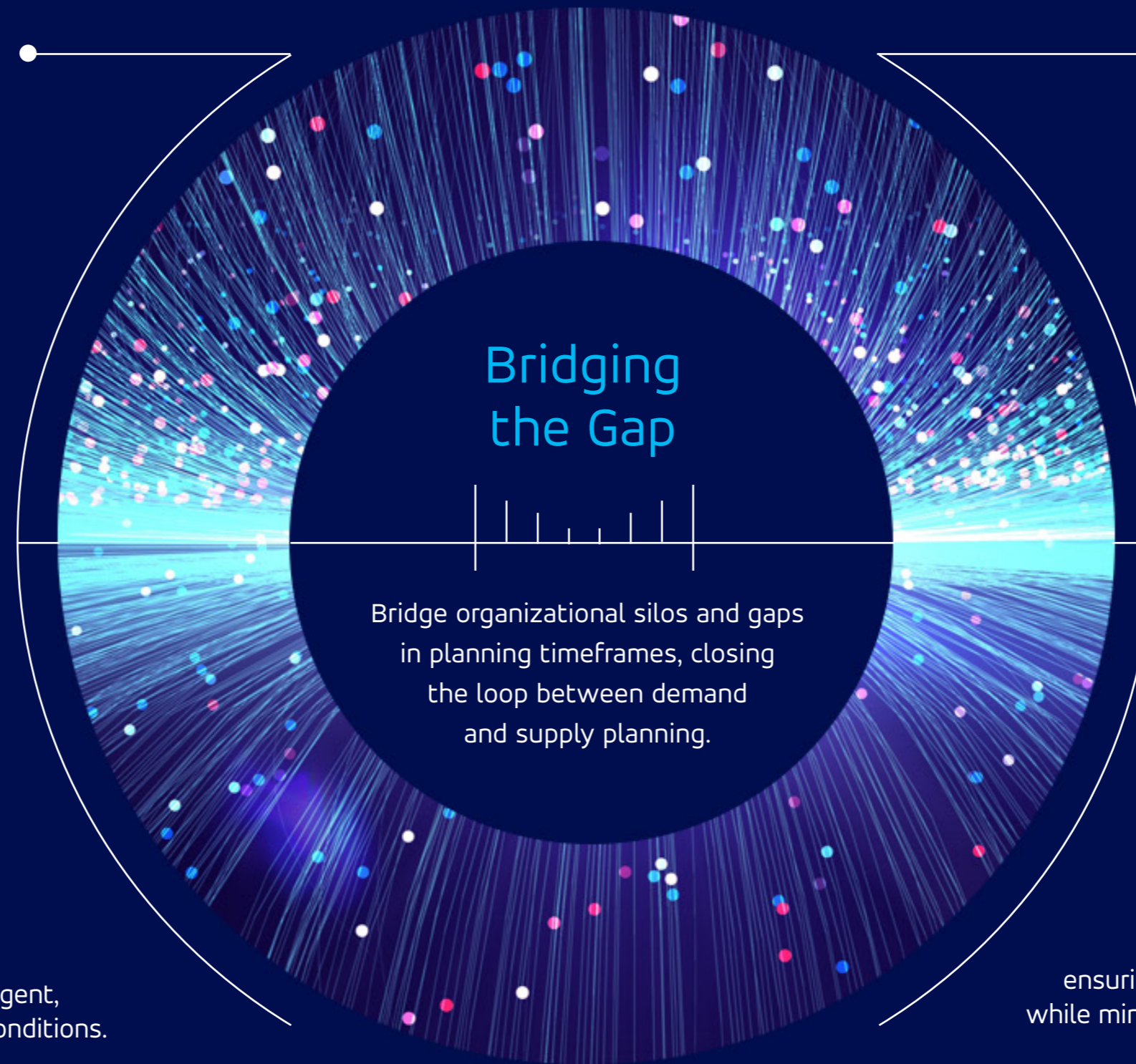
Improve planner productivity as a result of faster analysis.

Optimized Inventory

Stage the right inventory throughout your distribution network, minimizing stock-outs and maximizing inventory turns in your supply chain.

End-to-End Confidence

Gain better control of the entire supply chain, ensuring end-to-end visibility of inventory and labor while minimizing risk and providing delivery confidence.



AI and ML Demand & Supply Sensing

CPG, F&B and Life Sciences manufacturers across the globe are already calling on machine learning-driven analysis to unlock efficiencies. Gartner indicates that by 2024, roughly **50% of all supply chain organizations will have put money into some form of AI or advanced analytics capabilities.** ¹

The question facing the industry is how to bring AI to the next wave of supply chains. This isn't a one-size-fits-all sector. Global manufacturers coexist with modest, family-run businesses. This raises the question: where are the quickest wins for AI in fulfilling supply chain objectives?



Demand Forecasting

Forecasting how much product needs to be shipped where and when is one of the core objectives of supply chain management. Deep within a distributor's data flows lie forecasting patterns indiscernible to the human eye, but which AI can teach itself to scrutinize. External data sources like weather forecasts or social media reactions can also be incorporated. By deploying machine learning algorithms, the distributor can aggregate and evaluate a holistic spectrum of demand factors. Since conventional forecasts can be off by as much as 30%, improving demand forecasting is paramount to helping avert delays and chargebacks.

Resolve Disruptions

Fully-fledged ML-powered platforms such as Blue Yonder's Integrated Demand & Supply Planning build on demand forecasting by also highlighting any disruptions in your supply chain network. The solution is then able to suggest potential solutions, like switching up the distribution schedule to front-load cargo and stay ahead of any issues. As with most enterprise AI technologies, the manager makes the final decision.

Visibility Into Customer Orders

There's a substantial market for solutions that help track shipments after dispatch. Real-time visibility helps keep all parts of the chain in sync while also making sure the end-recipient is informed of potential disruptions. Ultimately, this can help build transparency and trust across the entire ecosystem. According to Gartner, dispatch visibility is a highly fragmented sector, and due diligence is needed to ensure products play well with your existing operational technologies.

¹ Gartner, How Supply Chain Technology Will Evolve in the Future (gartner.com), Sarah Hippold, 14 April 2021.

Integrated Business Planning (IBP)

Evolving from traditional S&OP

IBP beckons in a new era for planning that goes beyond many aspects of the traditional S&OP process:

	S&OP	IBP
Objective	Volume oriented Demand & Supply Balancing	<ul style="list-style-type: none"> • Value-based delivery of financial business objectives
Focus	Internally focused	<ul style="list-style-type: none"> • Extended to collaborate beyond the “4-walls”
Owner	Driven by supply chain	<ul style="list-style-type: none"> • Sponsored by executive management and driven by the commercial and finance organization
Features	Supply chain modeling and scenario planning	<ul style="list-style-type: none"> • Financial impact analysis & planning including risks and opportunities evaluation • Project planning support for new product introduction, product reviews & transformational projects • Commercial Alignment
Connectivity	Siloed system derives decision with no or little ‘disaggregation’	<ul style="list-style-type: none"> • Boundaryless and connected to operational planning (S&OE) and long-term strategy • Business planning level ‘steering’ of the company based on real-time signals and insights

The idea of a monthly decision-making cycle was very appropriate in the 1980s and early ‘90s when the concept of S&OP was developed. The business world operated with minimal email, no Zoom, Teams or Skype and most internal communications were through phone calls or memos sent on paper through internal mail. The world moved slower and so did decision-making.

Fast forward to the 2020s. We are accustomed to greater uncertainty and volatility, faster collaboration, and technologies. The idea of a monthly decision-making process seems outdated and counter-productive.

However, it’s not the process that is outdated, it’s the timescales. Using AI to predict issues, integrated supply chain decision support tools to model scenarios and situation rooms to collaborate across the globe in real time to make decisions, [the Integrated Business Planning \(IBP\) cycle can be condensed to hours and days rather than weeks and months.](#)





Swire Coca-Cola Increases Forecast and Planning Accuracy for Greater Responsiveness

Swire Coca-Cola operates 24 factories in 12 provinces and cities in China, with approximately 24,000 employees and coverage for 700 million consumers.

Learn how our solution improved their speed, accuracy and responsiveness in their supply and production planning processes.

“With our business growth and increasing production complexity, we need an automated system to perform forecasting and production planning at much higher accuracies. Thanks to Blue Yonder’s Planning solutions, we’ve been able to improve our forecasting accuracy and reduce the number of changeovers and changeover times. Blue Yonder will play a key role in helping us meet our challenges as we continue to grow.”

Director of Supply Chain Planning, Swire Coca-Cola China





McKesson Canada Optimizes Demand and Supply Planning

With annual revenues in the billions, McKesson Canada delivers more than one-third of all prescription drugs in Canada. And when the organization needed to optimize its inbound products and the inventory in its 13 distribution centers, Blue Yonder rose to the challenge.

Discover how our solutions helped McKesson Canada reduce inventory levels and create greater efficiencies, resulting in millions of dollars in operating cash flow improvements.

“Blue Yonder solutions help McKesson Canada rationalize demand and supply planning for over 50,000 products across 13 distribution centers. We can segregate our forecasts and replenishment plans based on product turnover rates, seasonality and other factors. We can define profitable safety stock levels and other inventory policies. As a result, we’ve made our inventory more efficient, reduced overall inventory levels and improved operating cash flow by millions.”

Senior Director of Supply Planning, McKesson Canada



The Blue Yonder Difference

To succeed in today's increasingly uncertain supply chain environment, organizations like yours need to do more than read and react. Discover how Blue Yonder's Supply Chain Planning Suite can help you save time, money, and boost ROI by replacing labor-intensive, spreadsheet-based supply chain planning processes. [Click here to learn more.](#)

Accelerated Value Realization

- Improving top and bottom line with optimized supply chain plans, suited to different business characteristics and always-on for accurate ad-hoc and agile reaction to events
- Reducing cost, offering better control and improved shareholder return through higher degrees of automation from optimization, machine learning and workflows

Innovation & Scale

- Improving the quality, agility and accuracy of planning through Blue Yonder's Industrialized Machine Learning that drives value in multiple areas such as Demand Prediction and Validation, Disruption Prediction & Supply Chain Segmentation
- Realizing real-time visibility through digital supply chain control tower capabilities

Future Proofing the Supply Chain

- Visibility, Orchestration, User Experience and new Business Planning Concepts
- Integrated Planning and Execution, Digital Fulfillment with DTC
- Partnership for higher reliability in planning and increased process efficiency



