



# Revolutionize Your Supply Chain Planning

Take supply chain resilience to the next level with  
Blue Yonder's transformative cognitive planning solutions



# Reimagine Supply Chain Planning

## *A better way to navigate disruption*

Supply chains have faced wave after wave of disruption in recent years. Organizations have been forced to navigate unprecedented challenges and manage pressure from multiple directions. Planners are so busy fighting the resulting day-to-day fires that they have limited time for proactive strategy. From parts shortages and cost pressures to increasingly volatile customer preferences and data proliferation, the complexities of supply chain management are constantly shifting and growing.

### Pressures in Planning



#### Heightened customer expectations

Pressure to deliver more and more assortment, anytime, anywhere



#### Inefficient manual practices

Pressure to simulate complex scenarios quickly and without error



#### Siloed teams

Pressure to align on a unified goal for long-term business success



#### Global talent shortage

Pressure to automate more processes and upskill new hires quickly

Long-lasting impacts from trends established during COVID and the adoption of omni-channel and direct delivery have changed the way the market operates. Retail, category planning and merchandising teams are expected to fix the issues and close the divide.

### A survey about the impact of these disruptions on today's supply chain reveals that:<sup>1</sup>

**68%** of supply chain executives are constantly responding to high-impact disruptions

**67%** of supply chain executives do not have sufficient time to recover from one disruption to the next

### Increasing market volatility and rising pressures are compounded due to system silos, data issues and resource gaps:

**66%** cite volume of system applications as barriers to collaboration<sup>2</sup>

**40%** of data analysts' time is spent dealing with data quality<sup>3</sup>

**60%** of supply chain planners are stressed and overworked<sup>4</sup>

1. Gartner survey of CSCOs

2. [Interoperability: Value untangled](#)

3. [Build Trusted Data With Data Quality](#)

4. Supply Chain Planning Leaders Survey, Blue Yonder

**Existing point solutions lack the flexibility to model complex scenarios.**

They do not offer end-to-end transparency or the high-quality, data-driven insights that are necessary to build and maintain a resilient supply chain — putting long-term profitable growth out of reach.

To achieve greater profitability, supply chains need to develop more resilient planning processes that are synchronized end-to-end, aware of constraints and demand, event-driven and autonomously run according to predefined objectives and parameters.



## Market-leading planning technology

Our AI-enabled solutions factor in more data and variability and infuse the power of ML for faster scenario planning with better accuracy. So you can quickly make informed decisions — and focus on long-term business goals.

### *What are analysts saying?*

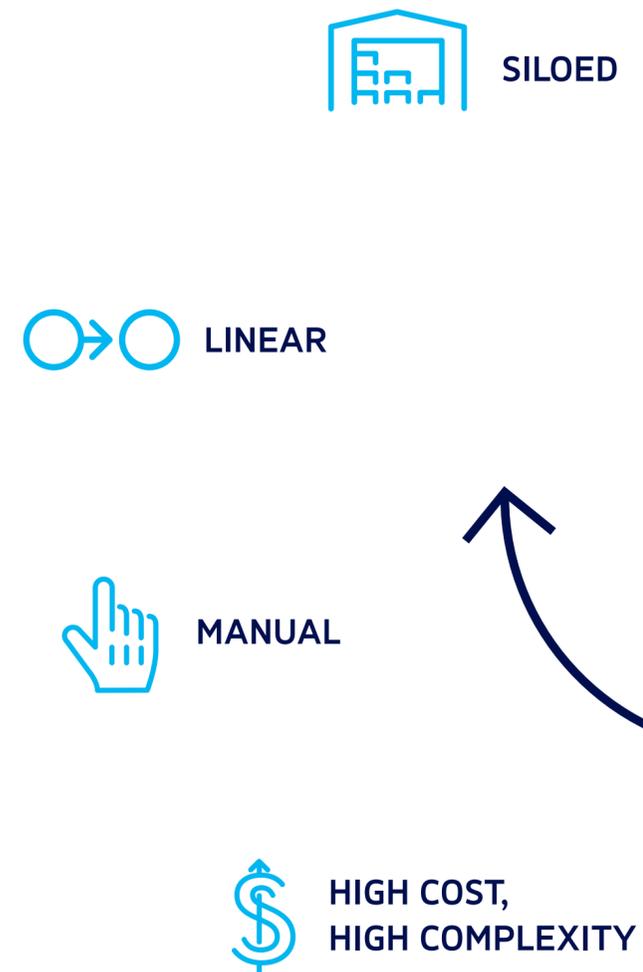
Supply chain planning decisions made in the short-term time horizon (<3 months) will be automated or autonomous by 2026.



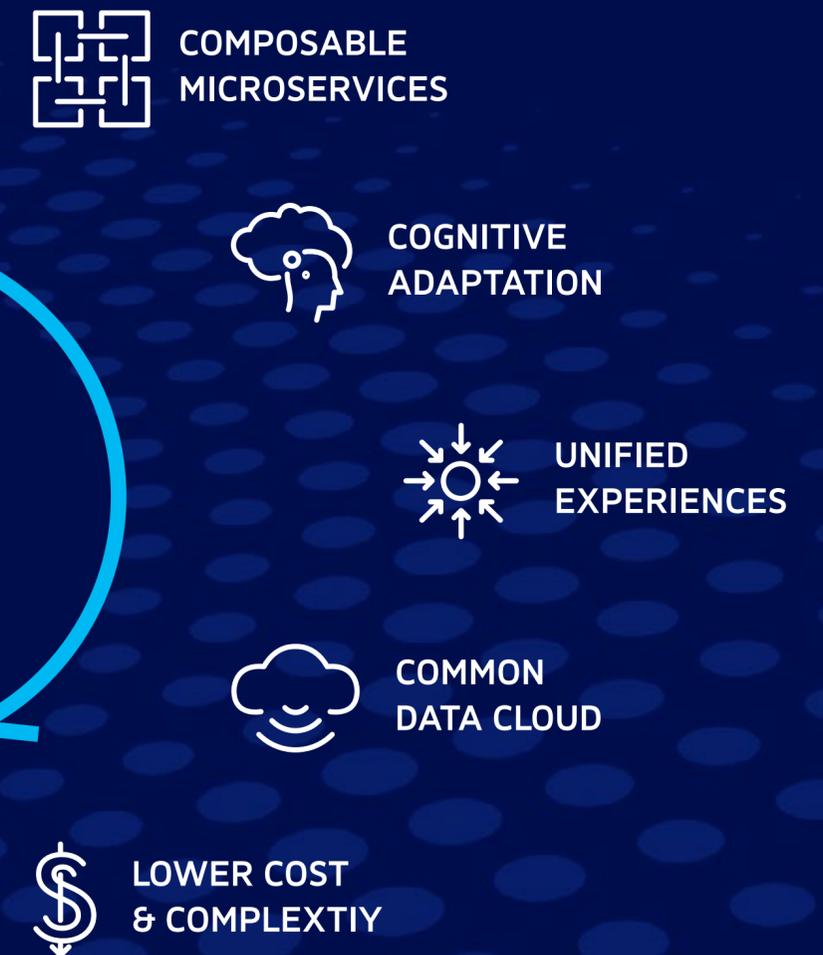
# The new supply chain is connected, composable and cognitive

Imagine a world where you can take full advantage of the data, computational power and innovation available to you today. Blue Yonder's cognitive planning solutions take your existing capabilities to the next level.

## TRADITIONAL SUPPLY CHAIN



## MODERN SUPPLY CHAIN

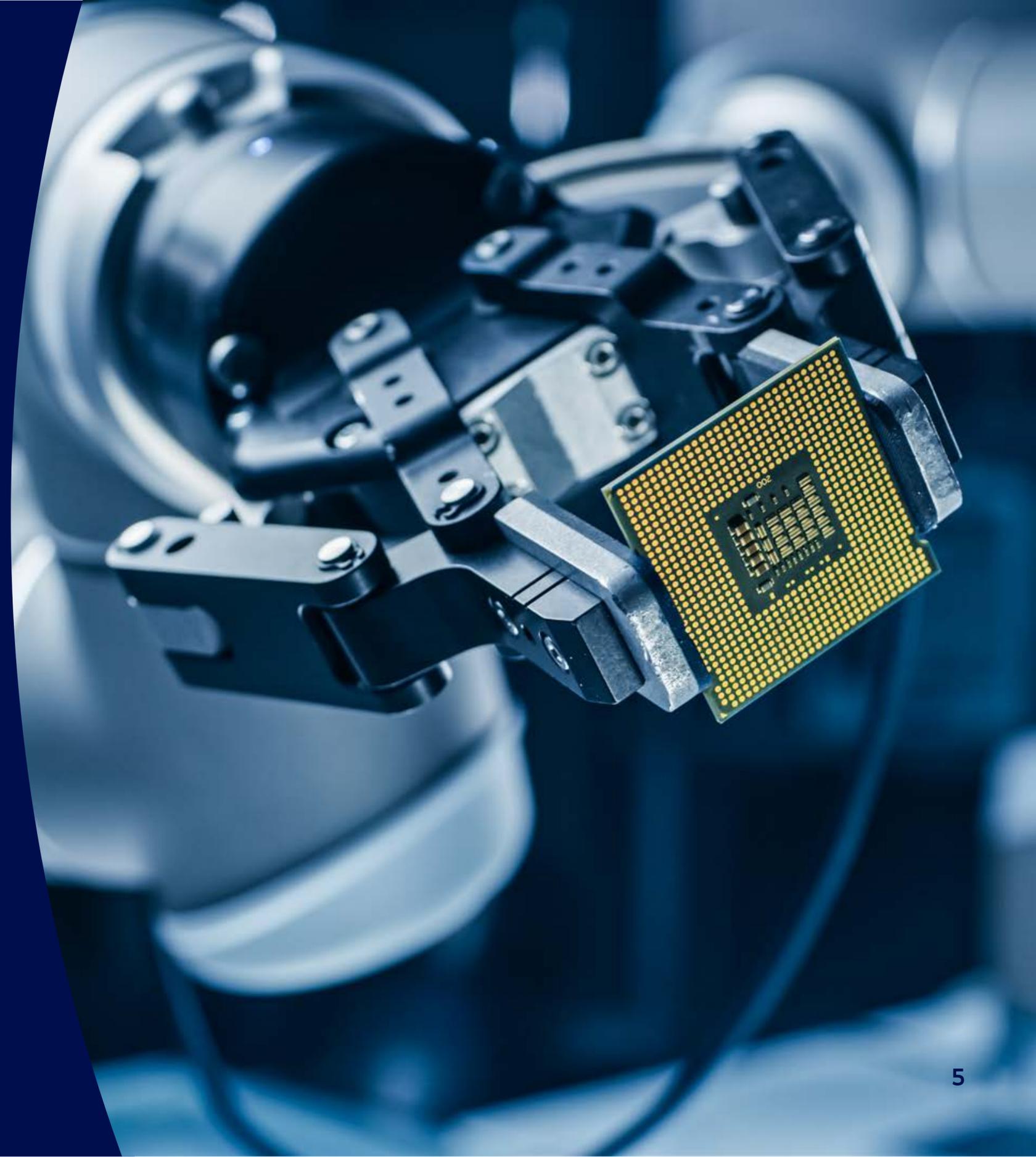


# High-Tech Planning, Reimagined

*A global electronics manufacturer needed a better way to align production planning with evolving customer demand*

To take advantage of a growing market opportunity, a global high-tech and electronics manufacturer needed to ensure that product availability met customer expectations while still minimizing excess inventory risk and the extra cost of expedited logistics. They needed a smarter way to allocate inventory and create fulfillment plans that could shift as quickly as the latest market trends.

Blue Yonder's cognitive planning solutions apply advanced AI & ML to optimize global resource allocation while considering multi-tier supply constraints, more accurately forecasting shipping dates and segment fulfillment strategies — resulting in improved customer experience while controlling costs.



# Cognitive Planning: A Transformative Solution

Unlock better business outcomes with accuracy and efficiency

## *What is Blue Yonder Cognitive Planning?*



A cloud native SaaS solution



Best-in-class data management technology combined with Blue Yonder's proven supply chain planning IP



A way to improve forecast accuracy and plan quality, accelerate decision-making and increase productivity



A solution that makes a big impact — with plans that deliver the best possible outcomes and build a more resilient supply chain with fewer resources



Intelligence that takes your existing capabilities to a whole new level, resulting in increased revenue, better margins and higher customer satisfaction

# Cognitive Planning: A Transformative Solution



## What's Possible: Data for Planning

Think about what your business could achieve with on-demand scenario planning that's connected to all the relevant, real-world data you need.

Harnessing the power of a unified data cloud across Blue Yonder's cognitive planning solutions means more collaborative and effective decision-making at speed, enabling your business to grow without limits.



## What's Possible: AI for Planning

Think about how your business would grow if you could optimize performance, scale and become more agile.

Blue Yonder's industry-leading ML is purpose-built to streamline processes and boost efficiency, with built-in extensibility to meet your specific business needs. Integrated generative AI and large language models surface predictions and actionable insights faster based on real-time data.

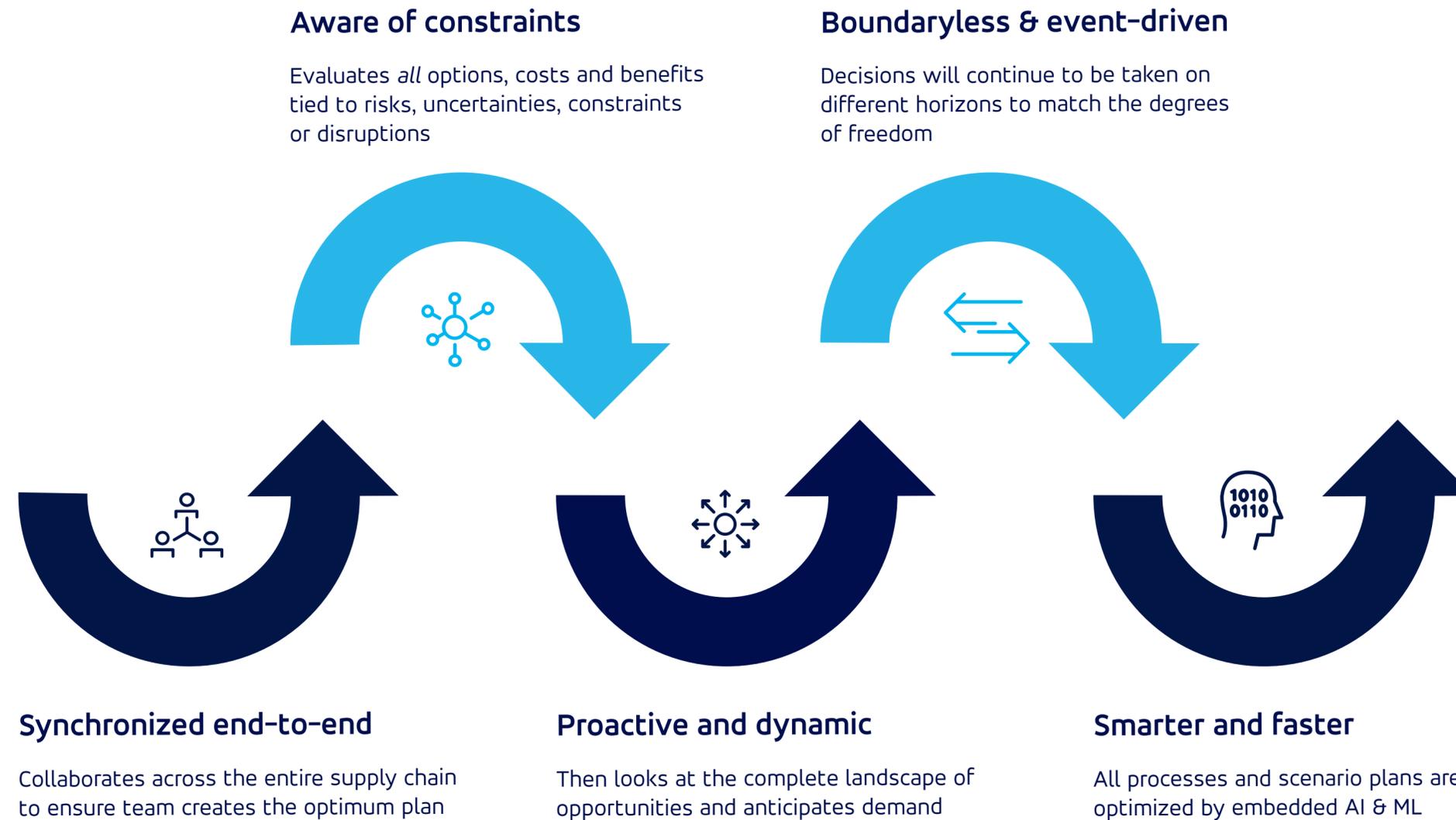


## What's Possible: End-to-End Planning

Think about how your supply chain would benefit from a single solution that offers a consolidated view.

With Blue Yonder, end-to-end visibility and orchestration are key to achieving true resilience. Our solutions enable end-to-end collaboration across every channel to speed proactive and dynamic decisioning aligned to a unified goal. So you can build a more resilient supply chain for your business.

# How It Works:



# Optimize Your Forecast Accuracy

All of your data all in one place with Blue Yonder

## Traditional Planning

Can't model complex problems and scenarios that reflect market realities

Forecasting solutions are approaching accuracy and effectiveness plateaus

## Cognitive Planning

**Harness real-world data.** Easily ingest and harmonize data from different sources and stay connected with near real-time updates.

**Optimize forecast accuracy.** Bring together the best of your ML and ours plus all the data you need — all in one place.

**Align to your business.** Easily extend ML to suit your needs then deploy at production scale with no-code, low-code and pro-code options.



Blue Yonder Advantage

## One Consolidated View

Powered by Snowflake, Blue Yonder is the only enterprise supply chain software company that consolidates all of your data onto a common data cloud and maps to your semantic data model — your data stays put and is easily shared, empowering your ecosystem to easily collaborate in near real time.

# Automotive Retail Planning, Reimagined

*An automotive aftermarket retailer  
needed to optimize their product mix*

To keep up sales, a nationwide auto aftermarket supplier needs to keep the right parts — parts that tend to be replaced most often — stocked in the right locations without taking on too much inventory. They need a better way to predict product mix and inventory.

Blue Yonder's cognitive planning solutions ensure that you stay continuously connected to all the relevant, real-world data you need, from recent car sales to population density and more, and leverages AI and machine learning to predict the next wave of demand — so your product is always where it needs to be.



# Accelerate Your Decision-Making

Compress planning cycles from hours to minutes with Blue Yonder

## Traditional Planning

Lack of agility, resulting in inability to predict or react quickly enough to fast-changing consumer preferences, market demands, environmental factors or other world events

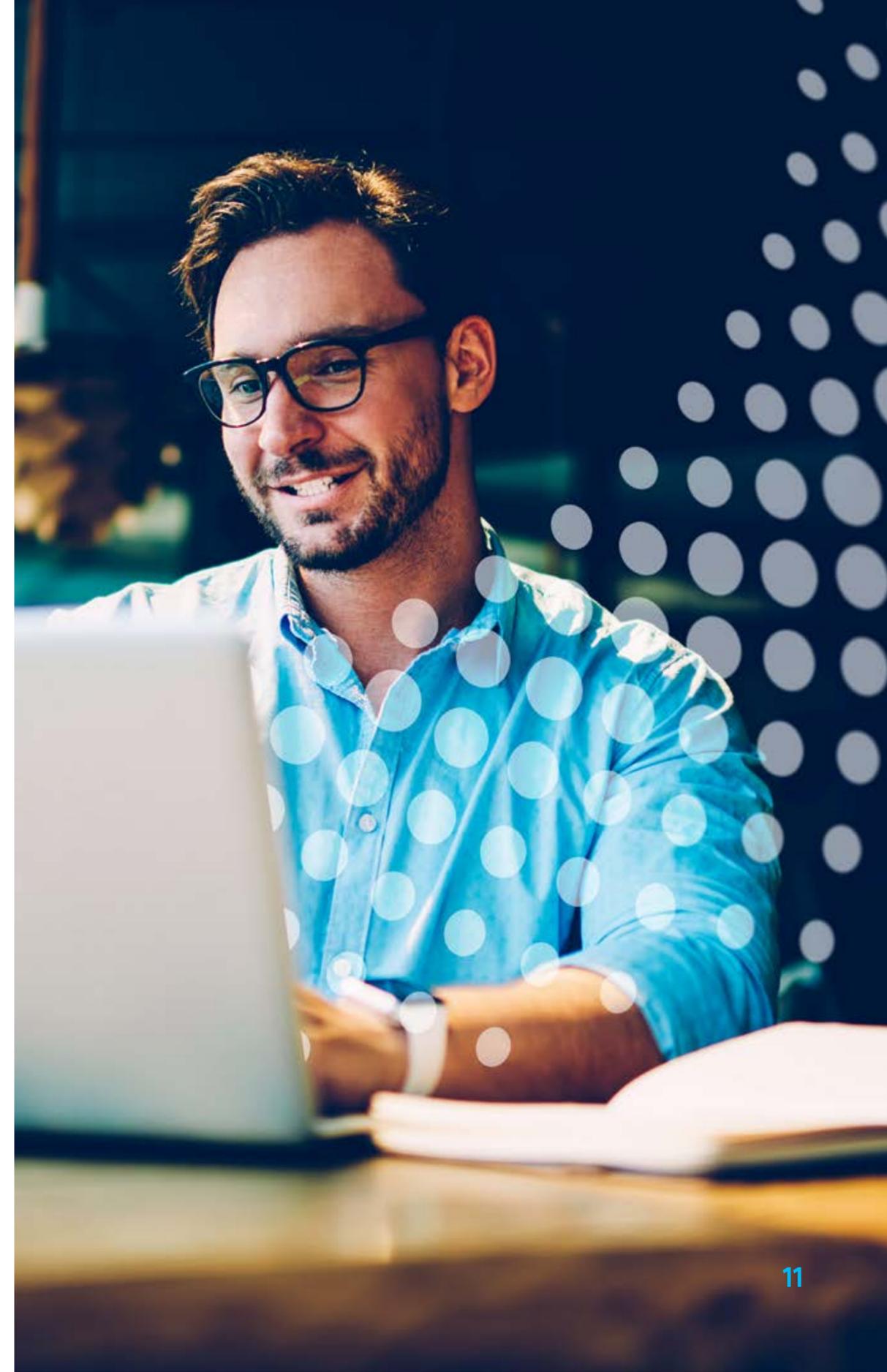
Higher level of human effort and time spent across multiple teams and time zones, often with inconclusive results

## Cognitive Planning

**Event-driven decisioning.** Initiate a new plan based on market realities rather than sticking to fixed cycles, resulting in more agile decision-making

**Real-time scenario planning.** Simulate the impact of real-world factors based on defined objectives and parameters — in minutes, not hours or days

**Uplevel your team.** Easy-to-use interfaces provide access to explainable insights powered by scalable computing power and industry-leading ML



# CPG Planning, Reimagined

*A manufacturer of cranberry products faced supply and demand challenges during the pandemic*

COVID created multifaceted disruption for a manufacturer of cranberry products. Snacking increased, so demand increased. And purchases shifted from in-store to online. There were supply issues due to labor shortages and packaging issues due to changes in the product mix. The immediate fix was to short most orders, but the business needed an adaptable solution.

Blue Yonder's cognitive planning solutions help you run hundreds of advanced scenarios based on even the most complex challenges in just minutes — allowing for quick shifts today that positively impact long-term business strategy.



# Build Your Supply Chain Resilience

Run on a single end-to-end solution with a consolidated view from Blue Yonder

## Traditional Planning

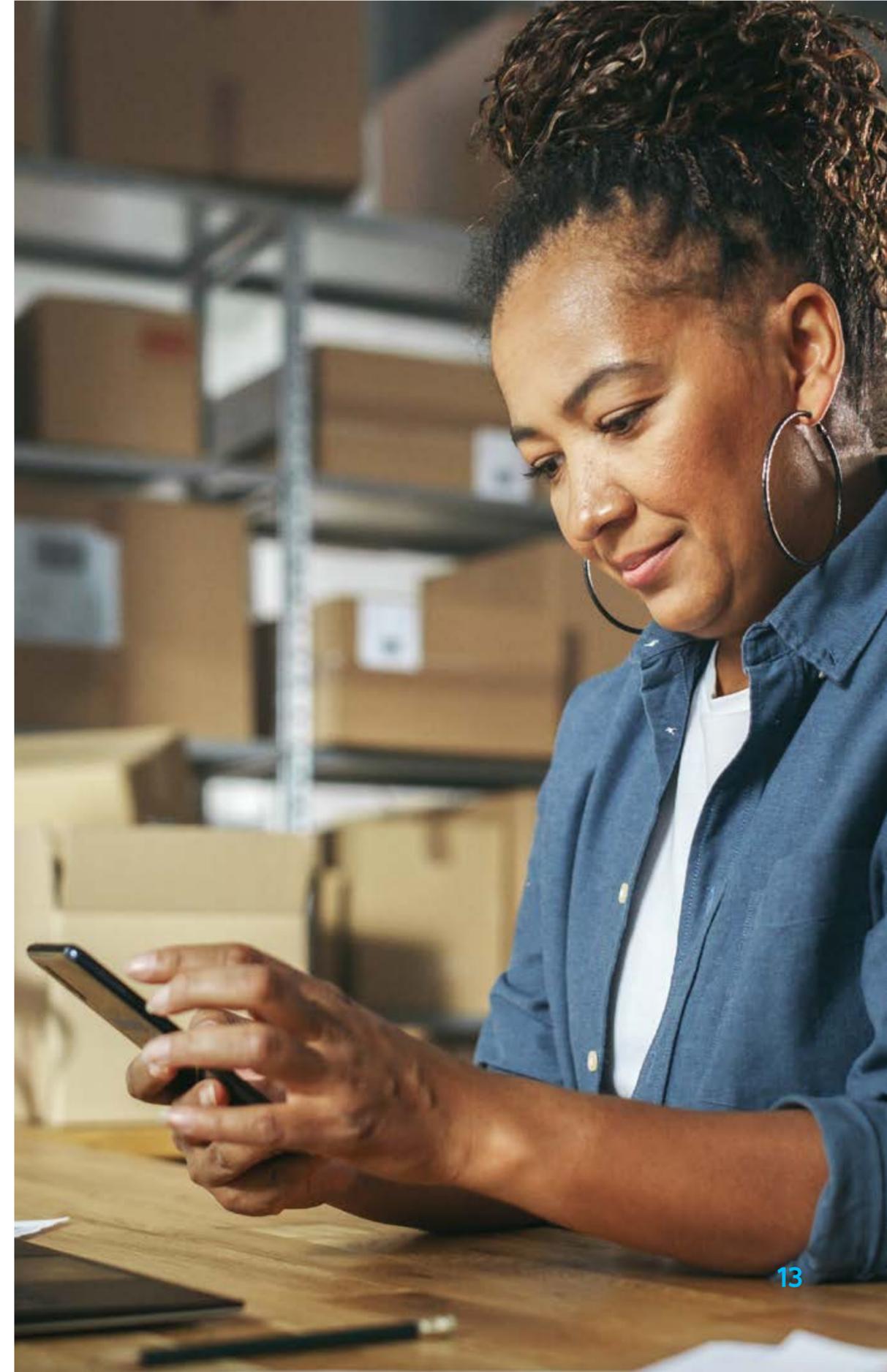
Lack of cohesion across functions, resulting in rigidity, inventory waste or out of stocks and exorbitant costs

## Cognitive Planning

**Unified view.** Leverage a consolidated view across all products, multiple horizons and markets — supporting all the complexities of your portfolio

**Unified data.** Maintain data integrity, making all adjustments within a single system and leveraging a common data cloud

**Unified goal.** Seamlessly orchestrate around a unified goal to deliver the right product to the right location at the right time



# Retail Planning, Reimagined

*A retailer needed better cross-channel coordination to quickly meet customer demand changes*

Demand for a new luxury perfume skyrocketed when it was promoted on social media by an up-and-coming celebrity. While the retailer had enough stock at their fulfillment centers, their empty shelves in-store caused customers to look elsewhere. The planning elements weren't talking to each other, the product wasn't where the customers were shopping, and they were at risk of losing market share as well as customer confidence.

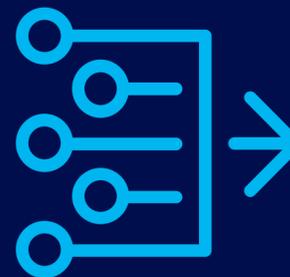
Blue Yonder's cognitive planning solutions optimize end-to-end coordination, extending reach beyond your four walls, to enable real-time collaboration around a unified goal, so the right products are available on the right shelf at the right time for each market.



# Digitally Transform Your Business

Accelerate time to value and reduce total cost of ownership

Blue Yonder's cognitive planning applications are cloud-native, multi-tenant microservices — enabling companies to augment and enhance existing technologies in months, without a heavy lift or expensive maintenance. Blue Yonder's microservices interoperate with existing Blue Yonder solutions, so there's no need to rip and replace existing investments. You can decide what capabilities you need to add now and what to prioritize next based on desired business outcomes — all at the speed and scale that's right for your company.



When customer expectations change overnight, cognitive planning microservices can offer an accelerated roadmap to achieve digital transformation. Microservices augment — rather than replace — legacy systems. So you can implement new solutions at scale with unprecedented speed.



When you are looking to deploy a new capability — from demand planning to pricing and promotions — Blue Yonder's microservices adapt and uplevel your existing technologies to execute new functionality that quickly makes an impact on your business — and your customers.

# Blue Yonder Cognitive Planning: Next-Generation Supply Chain Solutions

Fundamentally change your company's supply chain planning processes by taking your existing capabilities to the next level.



## Gain Powerful AI and ML Infused with our Gold IP

- Eliminate blind spots and shrink scenario analyses from hours to minutes
- Surface data-driven insights faster with explainability at your fingertips
- Plan and act at the speed of the market, not on a schedule

Unlock productivity while driving faster, higher quality decision-making



## Get End-to-End Visibility and Collaboration

- Connect all applications and business processes to a single source of information
- Break down virtual walls for full visibility across the organization
- Enable decision-making across the supply chain based on unified business goals

Increase visibility while building sustainable supply chain resilience



## Achieve Unified Data

- Unlock access to real-world data and harmonize across all data sources
- Reduce data latency and data movement — data stays in a common data cloud
- Enable high-powered, coordinated decision-making leveraging a common data set

Improve collaboration while reducing the cost and complexity of managing data



## Leverage Platform Extensibility & Composability

- Seamlessly integrate your custom ML or extend ours with tools to test and deploy
- Rapidly implement new capabilities with our cloud-native, microservices platform
- Upgrade-safe extensibility ensures you can extend or configure workflows — worry free

Accelerate innovation while reducing time to value and total cost of ownership

# Ready to transform your business?

*Revolutionize your supply chain planning with Blue Yonder's cognitive planning solutions*

Technology shouldn't limit your ability to realize your strategy. Go beyond the status quo by taking advantage of the latest technological advancements in data management, AI and ML to increase decision speed, optimize forecasting, foster cross-team collaboration and build supply chain resilience. Blue Yonder's cognitive planning solutions take your existing capabilities to a new level of accuracy, efficiency and speed. It's time to explore how your business can reach greater heights with cognitive planning.

Visit [blueyonder.com/contact-us](https://blueyonder.com/contact-us) to get started or use the QR code below.



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