

Cognitive Merchandise Financial Planning

A new approach to retail planning using artificial intelligence to amplify success

Business Challenge

While Merchandise Financial Planning is a mature discipline, it often relies on highly manual and reactive processes to build an achievable plan based on historical performance. Traditional manual approaches typically lead to undesirable outcomes as sales plans remain vulnerable to external disruptions. Working capital becomes locked up in excess inventory, which is then cleared at discounted prices – sometimes to off-price competitors – or stored long-term for future seasons, while stockouts of popular items cause missed sales opportunities, and customer dissatisfaction.

The Blue Yonder Solution

Blue Yonder is revolutionizing merchandise financial planning, seamlessly combining predictive analytics and generative AI with human expertise, to shift effort away from intuition and complex analysis to orchestrated workflows focused on shared strategic outcomes, supported by transformative modern technology.

Leveraging generative AI, the guided planning experience creates dynamic recommendations that adapt to individual user contexts. With real-time access to the entirety of your merchandise financial planning data, Cognitive Merchandise Financial Planning fuses advanced analytics and conversational AI to streamline operational workflows and cultivate a dynamic, data-driven approach to retail management.

Decision making is further enhanced by AI scenario planning that empowers retailers with unparalleled foresight, allowing them to model various market conditions and anticipate outcomes that consider the full spectrum of possibilities. Whether optimizing inventory placement, planning pricing strategies, or navigating market fluctuations, AI becomes a strategic ally that powers up the abilities of your merchandise team.

The result? Faster, better and less reactive planning cycles and more collaboration from your merchandising teams toward shared goals.

Key Benefits

Improve productivity with a highly automated planning workflows supported by generative AI, designed to foster collaboration and guided user experience.

50%

of planning time devoted to pre-season KPI calculation, reconciliation, and in-season adjustment can be re-invested into higher value outcomes.

Solution Offerings

Exception-driven Performance

Highly configurable exception driven performance analysis across multiple levels of the hierarchy and user access.

Granular Data, Aggregate Interaction

Quickly drill down from aggregations into detailed data through natural language prompts that place your supply chain's data at your finger tips.

AI-enabled What If Scenarios

Scenario planning is greatly simplified via AI-powered scenario planning that enable you to make quality decisions based on all the data at your finger tips, enabling a true omni-channel planning process across your enterprise.

Collaboration Rooms

Planning rooms facilitate in-system collaboration, reducing email and data extraction. Plans spanning local and channel to enterprise-wide can be shared for review and approval on agreed KPIs, improving decisions making speed and improving audit.

Blue Yonder Orchestrator Unlocks Productivity

Blue Yonder Orchestrator brings together generative AI, large language models (LLMs) and industry-leading IP to support faster, smarter decision-making. It allows users to query in everyday language, then pulls data from all relevant and permissible sources, determines correlations, and serves up in an easy-to-consume format all relevant data, insights and guided next steps – all without the hassle of wrangling data or toggling between multiple software applications.

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Key Features

- **Product & Location Planning:** Long range and preseason product planning workflows across stores, e-commerce and wholesale
- **Support for Different Planning Processes:** Highly configurable across strategic, long range, preseason and in-season planning
- **Process Orchestration:** Configurable process definition allows role-based access to different business functions and layouts
- **Performance Analysis:** Plans created by multiple planners can reviewed across multiple hierarchies via the Business Dashboard
- **ML-based Forecast Integration:** Ready to incorporate Blue Yonder's ML-based Cognitive Merchandise Forecasting
- **Granularity at Scale:** Automated slicing and dicing for rapid root cause analysis.

Digital transformation is at your fingertips

To learn more, visit blueyonder.com

