Synchronize, Optimize, Thrive

Blue Yonder's end-to-end AI platform unifies stakeholders for real-time collaboration, smarter decisions, optimized inventory, reduced costs, and enhanced customer satisfaction for retailers

Industry trends and challenges

Today's consumers are savvy, with endless choices. Making demand unpredictable, selling seasons are shorter and sustainability no longer optional. At the same time, increased omni-channel expectations and rising fulfillment costs are squeezing margins while returns continue to escalate. Supply chain disruptions add complexity, especially amid geopolitical shifts.

Legacy solutions struggle to keep up with fast-moving trends and viral moments, leading to stock imbalances, missed sales opportunities, and excess inventory. Retailers operating in silos risk poor forecast accuracy and fulfillment inefficiencies. These challenges not only disrupt operations, but break the shopper promise, resulting in lost sales and eroded brand loyalty.

The Blue Yonder solution—a modern supply chain requires a cognitive approach

Rethink your retail supply chain by centering it around your customer, aligning supply with actual needs by sensing demand in real time with the Blue Yonder Platform that dynamically connects systems, teams and workflows with a single source of truth (SSOT) across planning, execution, omni-channel, and trading partners via the Blue Yonder Network.

By connecting your entire supply chain, you'll gain visibility and flexibility to optimize and scale with business growth while adapting to changing market conditions, staying in sync with your customers.

All of this ensures delivery of the exceptional shopping experiences your customers expect, no matter how they choose to shop.

Then transform your supply chain using AI-driven cognitive planning and execution solutions that drive business goals. These tools anticipate events,

Customers that rely on Blue Yonder solutions achieved:

Increase planner efficiency by up to

55%

Reduce out-of-stocks by up to

40%

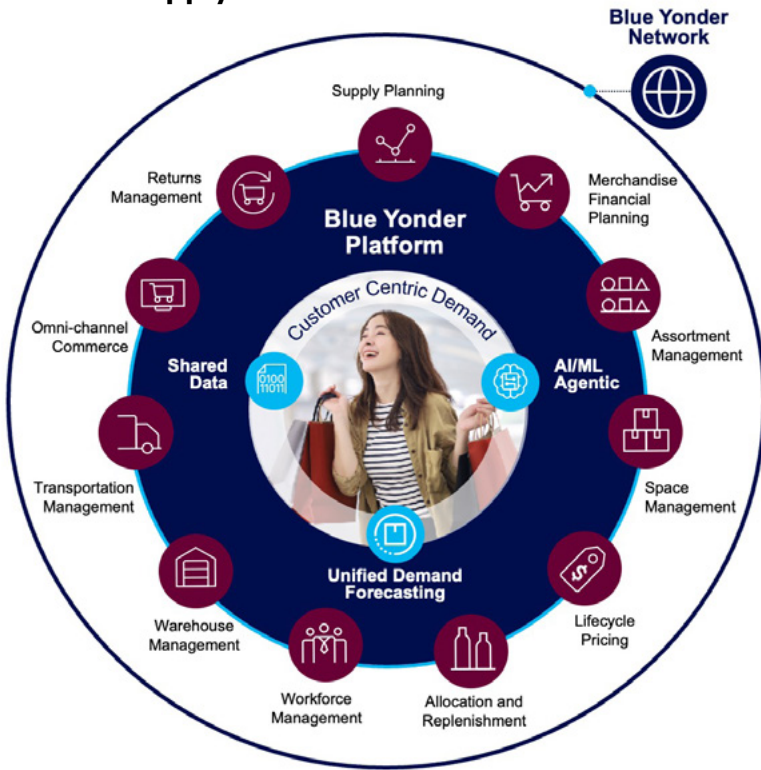Reduce fulfillment, storage and handling charges by up to

50%

Reduce transportation costs by up to

17%

Key benefits

- **Increased sales**—drive top line sales growth with cognitive planning solutions that utilize AI decisioning in scenario planning to optimize plans that sync to corporate goals.

- **Increased margins**—with generative and agentic AI that sense disruptions, offer solutions, and act to fix issues in seconds versus days or weeks.

- **Increased inventory turns** with real-time demand signals, optimizing allocation and fulfillment for precise inventory placement and enhanced customer service.

- **Improved operational and labor efficiencies**—integrate your data, plans, and insights to make accurate, cross-functional decisions, increase resilience and agility, and minimize waste throughout your supply chain.

The blueprint for a cognitive retail supply chain

Retail Planning & Category Management with AI and Cognitive Solutions

Benefit from faster and more accurate forecasting and decision-making processes with AI-assisted planning, leveraging data insights to optimize inventory levels, assortments, promotional strategies, and pricing, freeing up capital for strategic investments while ensuring product availability and minimizing stockouts.

Synchronizing supply chain execution

Blue Yonder is the only technology partner who can connect warehousing, transportation, order services, resourcing, and returns on a single edge-supported platform to maximize speed and efficiency.

Drive better decisions from AI and machine learning (ML) powered insights

With AI and ML built into your supply chain, you can significantly reduce the time between planning and execution. AI assistants help you forecast future demand, identify supply chain disruptions and prepare for adverse events and changes. The system constantly learns from new data, adjusts and enhances predictions to reflect real-world conditions.

provide accurate forecasts and enable agile scenario modeling when demand shifts, all within a unified workflow across all teams, ensuring seamless communication and smarter, faster decision-making.

Deploy AI agents to automate repetitive tasks, optimize inventory, and mitigate disruptions turning obstacles into opportunities for growth.

Finally, take charge of managing returns at customer initiation. This gets inventory back into selling channels quicker helping increase margins, reduce waste and support sustainability goals.

Gain your competitive edge with key capabilities that drive growth

Blue Yonder Platform

The first cloud-native, end-to-end supply chain platform with real-time insights, AI-powered decisions, and unmatched security for agile, resilient, cost-effective, sustainable growth. All connected to a common data cloud for end-to-end interoperability that improves operational and labor efficiencies.

Blue Yonder Network

Blue Yonder Network enables real-time visibility and communication with suppliers and carriers to effectively plan, execute, and continuously optimize supply, demand, and logistics ensuring seamless collaboration across your entire supply chain and extended partner network.

Blue Yonder Professional Services

Blue Yonder's Professional Services unlocks lasting value by aligning vision, technology and people. Through identifying opportunities, addressing challenges and mitigating value leakage, it delivers best practices, quantifies improvements and crafts a transformational roadmap to drive measurable, sustainable return on investment.

Composable Journey

Blue Yonder accelerates your digital transformation with a personalized implementation and upgrade path designed to meet your needs, vision, and budget at your pace. We work with you to identify your most pressing needs and create a roadmap to help transform and simplify your technology infrastructure—at the speed and scale that's right for your business.