

# 10 trends driving the need for Integrated Business Planning

In today's rapidly evolving business landscape, organizations face unprecedented challenges driven by increasing complexity, risk and shifting expectations across the value chain. Integrated Business Planning (IBP) has emerged as a critical enabler for companies striving to achieve agility, alignment and resilience.

This infographic highlights 10 key trends that are driving the necessity for IBP across industries, particularly in supply chain-intensive sectors.

By understanding and addressing these trends, organizations can better navigate challenges, seize opportunities, and ultimately position themselves for sustainable growth and success.

Explore the trends reshaping the future of business planning and discover how IBP can empower your organization to thrive.



## Increased supply chain volatility and risk

Geopolitical tensions, climate events and pandemics have made volatility the norm.



## Shorter product lifecycles and demand shifts

Accelerating product innovation and personalization due to consumer expectations.



## Digital transformation and data availability

Advanced analytics and AI enable real-time, data-driven decision-making.



## Increased emphasis on financial alignment and agility

Integrating operational planning with financial goals amid margin pressures.



## Sustainability and ESG pressures

Growing regulatory and stakeholder expectations for sustainability.



## Organizational silos and the push for cross-functional collaboration

Breaking down silos to enhance responsiveness and alignment.



## Workforce and talent challenges

Labor shortages and the need for upskilling in digital tools.



## Customer-centric and service-driven models

B2B and B2C customers expect faster response times and customization.



## Globalization + localization (glocalization)

Optimizing global supply chains while investing in regional fulfillment.



## Mergers, acquisitions and organizational complexity

Complexity increases across systems, data and processes.

## Embrace the future with IBP

As the business landscape continues to evolve, the adoption of IBP is not just beneficial—it's essential for success. The trends outlined in this infographic highlight the critical challenges and opportunities that organizations must address to remain competitive and responsive in an increasingly complex environment.

By embracing IBP, companies can foster cross-functional collaboration, enhance decision-making capabilities, and align their strategies with both operational and financial goals. This holistic approach enables organizations to navigate uncertainties, optimize resources and drive sustainable growth.

Are you ready to elevate your planning strategy? Discover how Blue Yonder can support you on your IBP journey and help you harness the power of these trends for a more resilient future.

Learn more in our ebook, "Move beyond traditional sales & operations planning with Blue Yonder Integrated Business Planning."