

# The Route to Synchronicity

## ► The Dangers of Disruption

### Macro Challenges

- Geopolitical Tension
- Economic Volatility
- Climate Change

### Micro Challenges

- Transportation Delays
- Inventory Shortages
- Staffing
- Theft

### Technological Hurdles

- Outdated and Siloed Systems and Data

### Executive Concerns

**84%**

of executives cite supply chain disruptions as their top concern

## ► Synchronizing Supply Chain Execution



### Resiliency and Agility

Building a supply chain that can proactively manage disruptions, absorb shocks, and capitalize on new opportunities is key for Blue Yonder customers.



### Customer-Centric Benefits

Adapting to disruptions helps maintain stock levels and meet customer needs promptly, reducing out-of-stock situations and enhancing the customer experience.

## ► The Blue Yonder Solution

Integrating Warehouse, Transportation, and Order Management within the Blue Yonder Platform leverages AI and ML to respond to disruptions, improving margins and fostering revenue growth.



### Investment in Advancement

Companies are increasingly investing in AI, ML, and digital transformation, recognizing the potential for revenue growth and cost efficiencies.



### Real-Time Interoperability

Connectivity across systems, data, and processes is essential. Blue Yonder solutions facilitate this, ensuring a single data source and decision-making enhanced by AI and ML.

## ► Realize Core Business Values



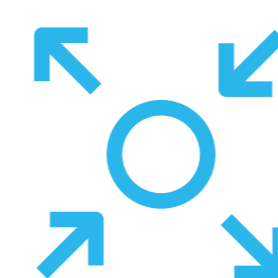
Operational Excellence



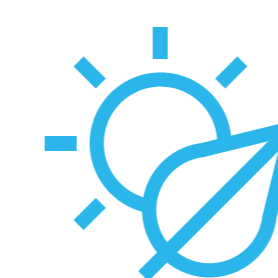
Customer Satisfaction



Financial Health



Market Responsiveness



Sustainability



Innovation and Growth