BlueYonder

Fulfill your potential™

BLUEYONDER CATEGORY MANAGEMENT

IF YOU'D LIKE TO AMPLIFY YOUR CATEGORY PERFORMANCE, YOU'RE IN THE RIGHT SPOT. WITH BLUEYONDER'S CATEGORY MANAGEMENT SOLUTION, DRIVING CATEGORY SALES AND MARGINS HAS NEVER BEEN EASIER.

RETAILERS CAN NOW COLLABORATE WITH SUPPLIERS TO CREATE LOCALIZED ASSORTMENTS AND PLANOGRAMS FOR STORE-LEVEL EXECUTION. BY LEVERAGING ANALYTICS-DRIVEN INSIGHTS ABOUT SHOPPER BEHAVIORS AT THE MACRO AND LOCAL MARKET LEVEL, YOU'LL BE ABLE TO DEVELOP LOCALIZED, ACTIONABLE ASSORTMENT PLANS FOR MORE PROFITABLE GROWTH.

BLUEYONDER CATEGORY MANAGEMENT SOLUTION ENABLES YOU TO:

- ACHIEVE AND EXCEED SALES PLANS AT THE STORE LEVEL
- SATISFY CUSTOMER SHOPPING EXPERIENCES WITH TARGETED ASSORTMENTS
- MAXIMIZE SCALE AND PLANNER PRODUCTIVITY THROUGH AUTOMATION
- SUPPORT EXECUTION AND COMPLIANCE WITH MOBILITY

CREATING PROFITABLE GROWTH WITH LOCALIZED ASSORTMENTS

ASSORTMENT

CONSUMER INSIGHTS & ANALYTICS

PLANOGRAM PRECISION & VOLUME

PLANNING

PROCESS & PEOPLE
STRATEGY AND PROCESS
ORGANIZATIONAL DESIGN
CHANGE LEADERSHIP
CONTINUOUS IMPROVEMENT

CATEGORY MANAGEMENT

ACCESS & DELIVERY
BLUEYONDER CLOUD
BUSINESS AGILITY
SUSTAINABLE ROI
UPGRADE & OPTIMIZATION

EXECUTION

MOBILITY AND TASK MANAGEMENT

AUTOMATION AND WORKFLOW

EMPOWERING CATEGORY MANAGEMENT PROFESSIONALS TO MOVE FROM MANUALLY INTENSIVE TASKS TO PROACTIVE, ANALYTIC - DRIVEN INSIGHTS THAT GROW CATEGORY SALES AND MARGINS FOR BOTH SUPPLIERS AND RETAILERS

INSIGHTFUL ASSORTMENTS

Variety Mismatched with Local Preferences
Assortment Never Aligned with Space Strategy
Plan Profitability Was Always Questionable

BEFORE BLUEYONDER Category Management

Offers Aligned with Local Shopper Preferences
Improved Turns and Sales per Sq Ft.
Improved Customer Experience
Precise Space Allocation

AFTER BLUEYONDER Category Management

Inventory Waste | Unfulfilled Shopping

Higher Sell-Through | Winning Experiences

LOCALIZATION

Non-productive Space, Missed Sales
Category Manager Productivity Drain
Makeshift, In-Store Edits
Poor Compliance to Plan
Unsatisfied Shoppers

BEFORE BLUEYONDER Category Management

Fitted to Local Store Fixture and Sales Goal
Increased Shelf Productivity
Higher Productivity by Automation
Better Compliance to Plan
Much Happier Shoppers

AFTER BLUEYONDER Category Management

Limited Space Productivity | Store Strategy Misalignment

**Customer Satisfaction | Higher Sales Growth and Turns**

SOLUTIONS OFFERED

BLUE YONDER CATEGORY MANAGEMENT IS CAPABLE OF:

- END-TO-END, INTEGRATED CATEGORY MANAGEMENT CAPABILITIES ENABLING ENHANCED VALUE DELIVERY
  - AUTOMATED ASSORTMENT AND PLANOGRAM GENERATION, DELIVERING MORE PROFITABLE LOCALIZED ASSORTMENTS AND SPACE PLANS
  - TRUE SPACE-AWARE ASSORTMENT OPTIMIZATION FOR BETTER EXECUTION OF RETAILER AND MANUFACTURER STRATEGIES
  - CLOUD COLLABORATION CAPABILITIES AND SPACE-BASED INSIGHTS TO MONITOR EXECUTION RESULTS, LEADING TO DEEPER ANALYTICS AND DRIVING PROACTIVE RECOMMENDATIONS

ASSORTMENT OPTIMIZATION -
SPACE AWARE OPTIMIZED ASSORTMENT
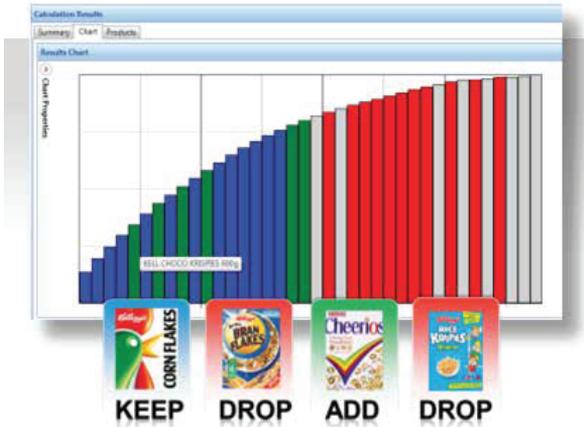
SPACE PLANNING -
EFFICIENT CLUSTER & TEMPLATE PLANOGRAMS

FLOOR PLANNING -
MACRO SPACE OPTIMIZATION

PLANOGRAM GENERATOR
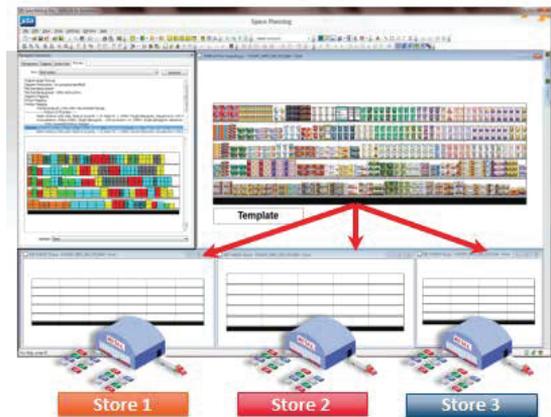
CHANNEL CLUSTERING –
CONSUMER DRIVEN INTELLIGENT CLUSTERS
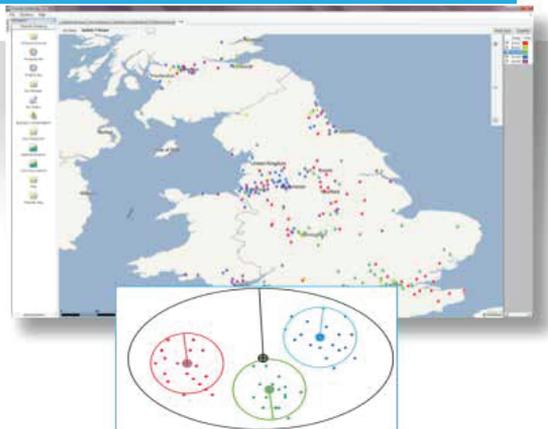
CATEGORY KNOWLEDGE BASE –
CENTRAL DATA MANAGEMENT, ANALYSIS AND INTEGRATION

GUIDED BY THE INDUSTRY'S MOST EXPERIENCED PROFESSIONALS

300+ Retailers

300,000+ Stores

1,200+ Manufacturers

87% Market Share[11]

ONLY BLUEYONDER CAN PROVIDE THIS UNPARALLELED COMBINATION OF BUSINESS PROCESS BREADTH, FUNCTIONAL RICHNESS, ROBUST TECHNOLOGY AND INDUSTRY EXPERTISE THAT MAKES THE TOTAL VALUE TO YOU AS A BLUEYONDER CUSTOMER MUCH GREATER THAN THE SUM OF THE PARTS.

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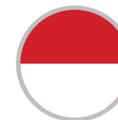
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