Blue Yonder shortlisted for Retail Week Supply Chain Awards

Its Replenishment Optimisation Solution is nominated for Disruptor of the Year award

London, 27th July 2016 – Blue Yonder, leading provider of cloud based predictive applications in retail, has been shortlisted for the Disruptor of the Year Award at the Retail Week Supply Chain Awards 2016.

A brand new category for this year's awards, the Disruptor of the Year class recognizes supply chain technology that is making waves in the sector and transforming today's highly competitive, consumer-driven retail market.

The digital world has put unprecedented pressure on retailers to meet customer expectations and deliver an omni-channel offering where shoppers can get any product, on any platform, at any time and delivered in a variety of ways. While many retailers claim to do this, the reality is somewhat different. Investment has been made into the customer-facing, front-end systems, but it has not yet been matched in the supply-chain. This leaves retailers vulnerable, as decision-making in the supply chain cannot keep pace with the speed of the customer.

Blue Yonder automates replenishment decisions in the supply chain daily for its customers, most of them mission critical, typically raising KPIs like profit and revenue by 15 per cent and reducing out-of-stock situations by 80 per cent. It delivers these decisions to many of the largest and most influential European retail brands in grocery, fashion and commerce such as OTTO, Natsu and Kaiser's Tengelmann.

The Replenishment Optimisation Solution

Blue Yonder's Replenishment Optimisation solution uses advanced machine learning algorithms to enable its retail customers to increase availability and to reduce stock levels, handling costs and waste. In turn, this delivers profitability and allows retailers to match their brand promises to customers, converting their omni-channel investment into a sustainable retail business.

Retailers have a great deal of data at their fingertips, from internal data such as past sales data, to external data on holidays, weather and trends. Blue Yonder's disruptive advanced machine learning algorithms capitalise on this data to predict and automate the millions

of decisions per day that simply cannot be managed manually in the supply chain. The Replenishment solution provides highly accurate granular forecasts.

Uniquely and importantly, it also allows retailers to manage their high-level KPIs top-down, automatically breaking them into thousands of individual KPI-based replenishment decisions supporting the strategic direction of the business and delivering competitive advantages by improving one business goal without the trade-off on another.

The Disruptor of the Year award winner will be chosen by a panel of supply chain industry experts from the likes of Amazon, Sports Direct and Monsoon, and announced at a ceremony at Hilton Park Lane in London on September 29.

Blue Yonder are nominated alongside ASDA, Hubbub and O2 amongst others. For the full list of nominations please see here: https://supplychainawards.retail-week.com/shortlist-2016

About Blue Yonder

Blue Yonder is the leading provider of cloud-based predictive applications for retail. Every day, we deliver decisions to our customers that boost revenues, increase margins and enable rapid responses to changing market dynamics. Our replenishment and pricing solutions are driven by sophisticated machine learning algorithms, developed by one of the largest teams of PhD-level data scientists in retail. Founded in 2008 in Karlsruhe, Germany, by ex-CERN scientist Professor Michael Feindt, Blue Yonder now operates in both Europe and the United States. We are backed by leading private equity firm Warburg Pincus and the Otto Group and established the Data Science Academy, in 2014, to provide businesses with relevant data science know-how for retail. Blue Yonder has been awarded, among many others, the Gartner Cool Vendor Award 2015, the Experton Big Data Leader Award 2016 and the BT Retail Week Technology Award.

Blue Yonder. Best Decisions, Delivered Daily.