

Blue Yonder Scoops the IGD Award for Supply Chain Innovation

On **3rd October 2017**, Blue Yonder won the prestigious IGD Award for Supply Chain Innovation, for its work with Morrisons. The IGD Awards ceremony boasted an attendee list of more than 600 senior executives to raise a glass to the food and industry's achievements over the last 12 months.

Blue Yonder received the industry accolade with client Morrisons for demonstrating true supply chain innovation, which has been critical to its growth and business turnaround. To improve on-shelf availability, the artificial intelligence specialist, Blue Yonder, implemented a fully automated ordering system (Replenishment Optimisation software) in Morrisons supermarkets. Working across 26,000 SKUs in 491 stores, the new system has generated up to 30% reduction in shelf gaps and two to three days' decrease in stockholding in-store.

IGD is an education and training charity for the food and grocery industry that undertakes research for the benefit of the public. The winners of the IGD Awards were selected by a panel of industry experts, including representatives from IGD and companies from across the food and grocery supply chain.

Stuart Smith, Operations Director for Morrisons, said: "We are very pleased that Morrisons and Blue Yonder's work on the Morrison's Ordering system has been recognised for the way it has improved availability and the customer offer, as well as reducing costs and stock levels."

Prof. Dr. Michael Feindt, particle physicist, ex-CERN scientist and founder of Blue Yonder said: "With the Replenishment Optimisation software, we have been able to save staff time, cut stock issues and manage this all from a simple to use platform. Our work with Morrisons to create an automated system has made a pioneering change for the food and grocery sector, and we hope that we will continue to lead the way in such practices."

Susan McGeorge, Supply Chain Director, UK & Western Europe at Kimberly-Clark, said: "Morrisons partnered with Blue Yonder to implement an impressive supply chain solution, using AI and cloud technology, that has improved a key business metric – on-shelf availability. The solution was developed with the customer firmly at the heart and the judges were particularly impressed by the boldness of the timelines. Having identified the business need, Morrisons' innovative approach has helped it move from design to implementation very quickly, delivering impressive results for the business."

Joanne Denney-Finch, IGD Chief Executive, said: "For more than 25 years, the IGD Awards have celebrated the achievements of our truly world-class industry. These are hotly contested awards and this year the bar was set as high as ever. Yet again we received a very large number of entries, which is testament to the innovative, high-quality work taking place across our industry. We're living through challenging times, yet our industry never fails to impress in its determination to continue surprising and delighting shoppers. Many congratulations to all our winners and finalists."

Blue Yonder's Replenishment Optimisation software's demand-planning and forecasting capabilities will become even more effective over time, being able to detect and respond to changing customer demand patterns through AI and machine learning. The project has been so successful that Morrisons will soon be introducing Replenishment Optimisation across all product groups starting with Fresh, following a successful trial before Christmas.

For a full list of the winners of the IGD Awards 2017, please visit igd.com/awards

About Blue Yonder

Blue Yonder enables retailers to take a transformative approach to their core processes, automating complex decisions that deliver higher profits and customer value using artificial intelligence (AI).

With AI embedded into their supply chain and merchandising processes, retailers can respond quicker to changing market conditions and customer dynamics, boosting revenues and increasing margins.

Developed by one of the largest teams of PhD-level data scientists in retail, our solution delivers 600 million decisions daily to international grocery, fashion and general merchandise retailers.

Blue Yonder was founded in 2008 in Karlsruhe, Germany, by former CERN scientist Professor Michael Feindt. The company has been awarded the Gartner Cool Vendor Award 2015, the Experton Big Data Leader Award 2016 and the BT Retail Week Technology Award.

About Morrisons

Headquartered in Bradford since 1899, Morrisons is a British company and one of the UK's largest food retailers with more than 120,000 colleagues in 491 stores serving over 11 million customers every week.

We are British farming's biggest supermarket customer and all Morrisons-branded fresh meat and everything on our butchers' counters is 100% British. Foodmakers and shopkeepers at heart, we have over 9,000 trained butchers, bakers, fishmongers, cheesemongers and other skilled in-store specialists making more food in store than any other retailer.

Morrisons is the only British supermarket to have its own sites making meat, fruit & veg, fish, bakery and fresh food products – 14 in all – and is unique in preparing and making more than half of the fresh food sold in our stores. Food manufactured in our sites and stores is showcased with 'Morrisons Makes It' branding.

Morrisons is becoming even more competitive by cutting prices on groceries and continuing to offer great value on good quality products. We tailor the offer of each one of our stores to local tastes and demographics. We also offer popular services including cafés, pharmacies, dry cleaners and over 300 petrol stations with further services being added all the time.

About the IGD Awards

The winners of the IGD Awards were selected by a panel of industry experts, including representatives from IGD and companies from across the food and grocery supply chain. For the first time ever in 2017, three awards were voted for by shoppers – the IGD Food-to-Go Operator of the Year, the IGD Online Retailer of the Year and the IGD Retailer of the Year – through IGD's ShopperVista service, the barometer of the British grocery shopper.

IGD is an education and training charity for the food and grocery industry that undertakes research for the benefit of the public.

Blue Yonder. Best Decisions, Delivered Daily.

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