

# Blue Yonder Assortment Optimisation

powered by dunnhumby

## Transform assortment & space planning

**drive better assortment decisions | improve efficiencies | increase sales & profit**

Blue Yonder Assortment Optimization – Powered by dunnhumby is the market's only customer-centric assortment management solution that leverages the best in Customer Data Science via dunnhumby with Blue Yonder's leading space and category execution solutions. This powerful combination enables retailers and trading partners to deliver an enhanced customer experience and drive sales and profitable growth.

### It takes a solid category strategy to drive sales growth

With new products constantly hitting the market, retailers are challenged to satisfy and retain shoppers with shifts in-store layouts, an ideal mix of new products, best sellers and private labels within limited shelf space. Combined with securing maximum market share with fewer stock-outs and narrow profit margins, it is a significant challenge.

Today's customer-centric environment requires a solid category strategy combined with tailored assortments that address localisation, consumer preferences, loyalty, lifestyles and purchasing behaviour.



**Disconnected  
data**



**Best guess  
merchandising**



**Competitive  
challenges**

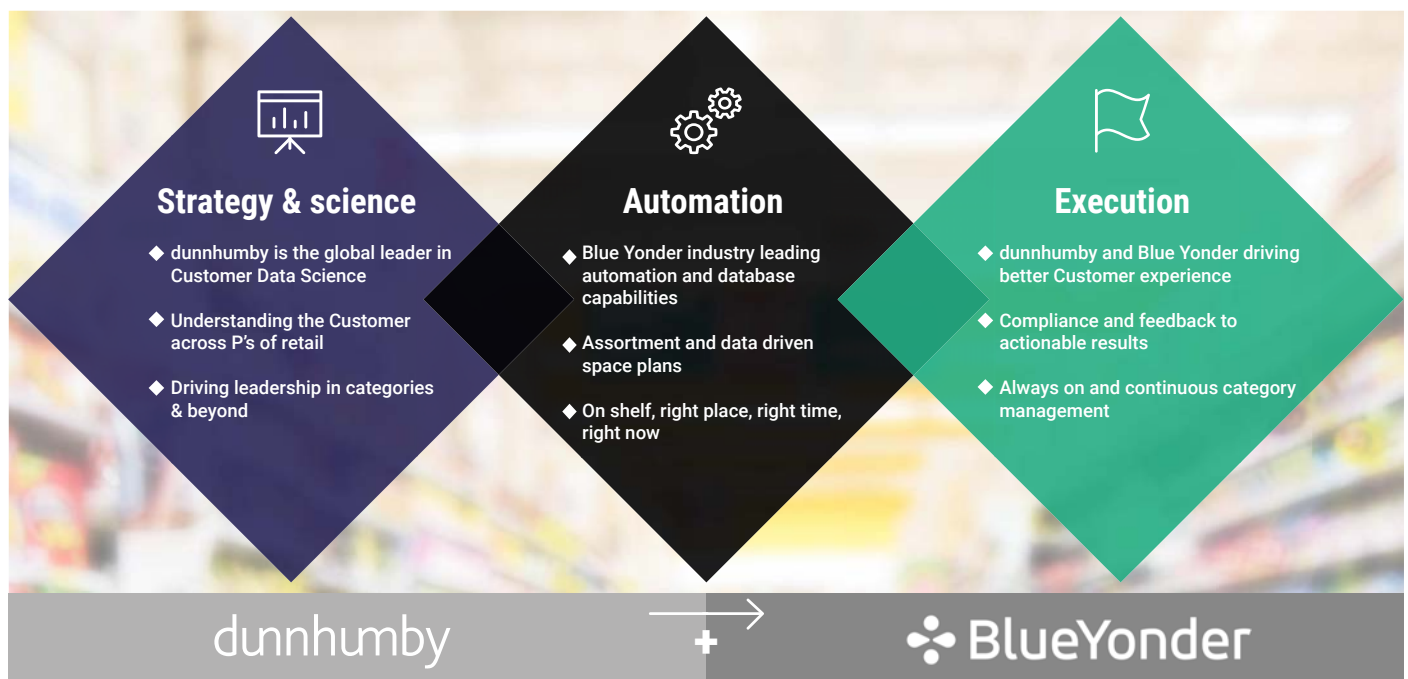


**No integrated  
technology**

# Customer-centric assortment management solution

Develop and execute precise, shopper-centric merchandising plans with Blue Yonder Assortment Optimization– Powered by dunnhumby. The solution utilises product substitutability to unlock customer need states and decision trees, allows the application of key retailer tactics e.g. stock holding and margin, before prescriptively generating optimised assortment recommendations. These ensure coverage of customer needs, selection of the best performing products based on sales and customer based metrics, and optimises the space available on shelf down to individual planogram level, with the final recommendations feeding seamlessly in Blue Yonder Space Planning. This means you and your trading partners can make better, more impactful category decisions that result in better customer experiences.

## Delivering value by combining insights & execution



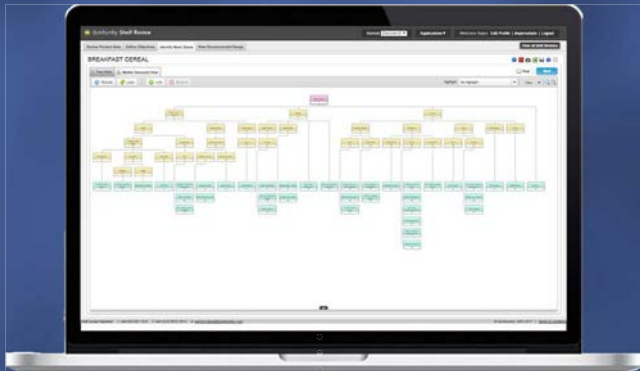
## Return on investment

Leverage the best technology and customer data science to:

- Increase customer satisfaction with more informed decisions - by capturing and analyzing accurate, timely information, you'll confirm that your market cluster and store-specific shelf sets include the ideal product mix that meets customer demand while increasing category sales.
- Retain a leading competitive position - keep your long-term goals on target with flexible, easy-to-use visualization, tracking and reporting tools that enable in-depth category analysis.
- Streamline productivity - with a feature-rich item assortment solution, category implementation cycles will be reduced as you quickly assess category tactics and adjust your product mix.
- Fuel category growth for you and your partners - collaborate on winning strategies by jointly addressing essential questions such as who shops the retailer or category, and how the category's and retailer's targets are aligned; determine the optimal product coverage for each market cluster to increase penetration, sales and profits while reducing shrink and operating costs.

# How it works

1  
!...  
↓



## Create customer need states and decision trees

Create customer need states and decision trees based on true customer behaviour.

Ensure coverage of all customer needs. Identify key attributes in customer decisions and show products which can be removed safely with transferred sales retained. Reflect key elements of the decision tree when merchandising in Blue Yonder Space Planning making your fixtures easier to shop.

2  
!...  
↓

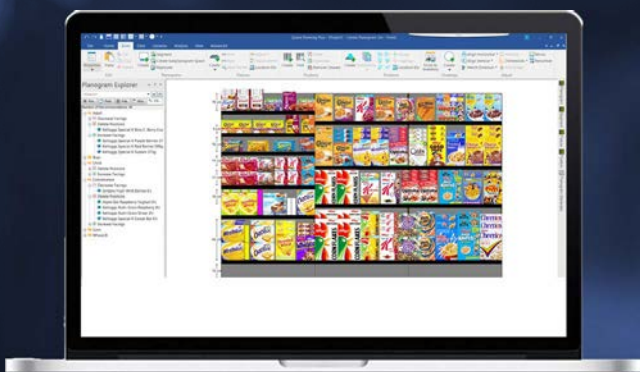
## Generate assortment recommendations

Driven by Customer Data Science, generate assortment recommendations by store cluster and planogram size.

Ensure optimum coverage of need states using the best performing, and most important products for your customers, that fits in the space available.



3  
!...  
↓



## Recommendations visible in Blue Yonder space planning

All assortment versions created flow seamlessly into Blue Yonder Space Planning, along with key product attributes and metrics, making planogramming faster, more consistent and efficient.





#### ABOUT BLUE YONDER SOFTWARE GROUP, INC.

Blue Yonder Software is the leading provider of seamless supply chain planning and execution solutions for retailers, manufacturers, logistics providers and wholesale distributors. Our unmatched solution portfolio enables our clients to reduce costs, increase profitability and improve visibility so they can deliver on customer promises every time. More than 4,000 global customers run Blue Yonder, including 72 of the top 100 retailers, 71 of the top 100 consumer goods companies, and 13 of the top 16 3PLs. With Blue Yonder, you can plan to deliver.



#### THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers — in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.



Connect with us to start the conversation

[blueyonder.com](https://blueyonder.com)

[dunnhumby.com](https://dunnhumby.com)