



# Leader in Supply Chain and Digital Fulfillment

 **BlueYonder**  
Fulfill your potential™

# Blue Yonder – By the Numbers

Company Revenue

**\$1.2B+**

FY 2022

Customer Satisfaction

**162**

New Customers  
Per Year (2022)

**97%**

Customer  
Retention  
(2022)

**3,000**

Global  
Customers

**\$1B**

Investment in  
Product Innovations  
Over Next 3 Years

Workforce

**6,000**

Associates

**31,500**

Years of Experience  
Overall

U.S. Associates

**40%**

Underrepresented  
Population

Patents

**~400**

Granted  
and Pending

**Gartner**

**3/3**

A Leader in  
Three Gartner  
Magic Quadrant  
Reports



# Strong Executive Team



**Duncan Angove**  
Chief Executive Officer  
2022  
Infor | Oracle | Retek



**Darren Saumur**  
President, Customer  
Experience and Cloud  
2023  
SAP | EY | Genpact



**Corey Tollefson**  
Chief Revenue Officer  
2022  
Infor | Oracle | Retek



**Edward Auriemma**  
Chief Operating Officer  
2022  
Alight  
Infor | JDA Software



**Mark Henry**  
Chief Financial Officer  
2023  
Info | PRG | Deloitte



**Nathalie Carruthers**  
Chief Associate Success Officer  
2019  
Benchmark Electronics  
Lumileds | Flex | Solectron



**Rebecca Collins**  
General Counsel  
2022  
Verra Mobility | NJOY  
General Dynamics | Motorola  
Contractor Management Services



**Wayne Usie**  
Chief Strategy Officer  
2001  
JDA Software | Family Dollar



**Salil Joshi**  
Chief Technology Officer  
1997  
JDA Software | Manugistics  
Rolta India Limited



**Susan Beal**  
Chief Customer Officer  
2020  
Infor | CGI | EY





accenture



charlotte russe

claire's



GAP

GYMBOREE



Honeywell



6,000+ Associates with Broad Industry Experience



JCPenney



McKinsey & Company

Medtronic

NORDSTROM



ORACLE



SALLY BEAUTY

SAMSUNG



Smart & Final

ST. JOHN

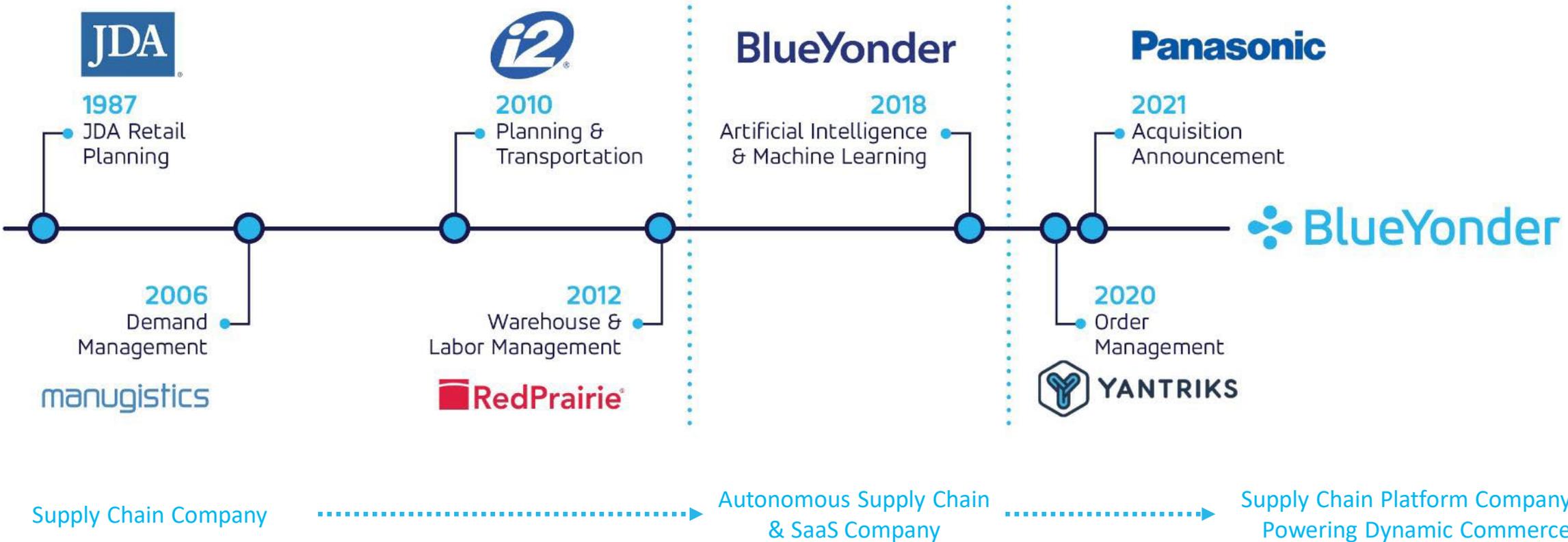
TATA MOTORS



VICTORIA'S SECRET



# Our Journey



# Committed to Building a More Sustainable, Connected World

## Solutions that power more profits and less waste

BlueYonder  
**Sustainability Survey:**  
 Consumers Are Still Committed to Shopping Sustainably Even as Budgets Tighten



**48%**

of consumers said their interest in shopping sustainably increased

**74%**

of consumers shopped at a retailer promoting their products as sustainable\*

\*At least once in the last 6 months

BlueYonder  
**Moving towards net zero**  
 Sustainable supply chains can be at the core of every business



Microsoft

## Championing diversity, impact and inclusion

BlueYonder | Live  
**Fearless**  
 Females of Supply Chain



October 13th  
11:45am CEST

How to be a successful woman in tech

Esther Moolenaar  
Head of Planning and Supply Chain  
HEMA

**Great Place To Work®**  
**Certified**  
 DEC 2021-DEC 2022  
 INDIA

BlueYonder | Microsoft  
**Microsoft Partner of the Year**

**Great Place To Work®**  
**Certificada**  
 NOV 2022 - NOV 2023  
 México

**TOP COMPANIES TO WORK FOR IN ARIZONA 2022**

snowflake  
**DATA DRIVERS WINNER 2022**

## Bridging physical and digital

BlueYonder  
 Fulfill your potential™

### Connected Commerce

Optimized customer experiences start with a smarter supply chain. With Blue Yonder Luminate Commerce, leading retailers and manufacturers are using AI-driven decisions to deliver as promised. Transform your customer experiences and fulfill your potential.

blueyonder.com



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# Helping Our Customers Lead

3,000+

Global Customers

162

New Customer Logos (2022)

RETAIL

76  
TOP 100

MANUFACTURING

53  
TOP 100

CPG

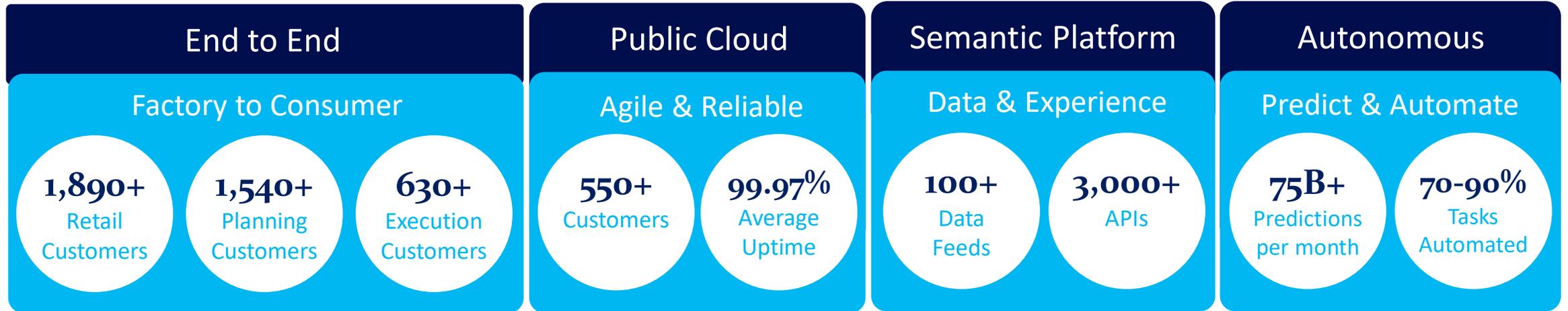
73  
TOP 100

GLOBAL 3<sup>RD</sup> PARTY LOGISTICS

28  
TOP 50



# The Blue Yonder Advantage



## Leadership in Every Industry Segment

### Industry Clouds



# Our North Star: Making Blue Yonder the 'Category Leader' For Supply Chain

CRM



HCM



ITSM



SUPPLY CHAIN



AI/ML-Led Automation  
Real-time visibility and  
actionable decisions

End-to-End Solutions  
Plan > Execute > Deliver  
with complete control

Connected Platform  
Unifying data across  
organizational boundaries

# Blue Yonder Transformation Advisory

## Drive Value For Our Customers



Identify business challenges and root causes to prevent value leakage



Provide fact-based insights to improve business performance



Provide best practice process, governance, and technology recommendations for improvement opportunities



Quantify value tied to improvement opportunities



Build a feasible and value-focused transformation roadmap and drive consensus for transformation

Establishing clear linkage between Vision, Technology, and Value





# Validated By Our Customers, Partners and Influencers



“ Duncan Angove, CEO, Blue Yonder, commented, ‘Never before have new technologies fundamentally shifted the human experience multiple times in a single generation. The moment to reimagine how supply chains run is now. ...Underpinned by emerging technologies of generative AI and the data cloud, we hold an opportunity to elevate the way our customers use and benefit from our solutions. Blue Yonder is excited to be at the forefront of making this change thanks to our partnerships with Snowflake and Accenture, as well as how we are shifting our solutions to meet the innovation needs of our customers.’ ”



“ Blue Yonder has been investing heavily in its SaaS capabilities, driven by its Luminate Platform, and via partnerships with Microsoft Azure and Snowflake. The end goal is a highly scalable, industry-focused supply chain management suite that utilizes data to predict and fulfil customer demand. This is a team with a lot of experience and the ability to execute on a vision. ”

“Your vision is spot on!”  
Blue Yonder Customer Advisory  
Board Member



“ Vast supply-chain disruptions have prodded manufacturing executives to turn to Blue Yonder to help them make decisions and execute their strategies. Build a supply chain for NOW. Don't build what you would have built 30 years ago, when you were making decision about individual parts of the supply chain. Architect from the ground up, with automation, automatic storage and retrieval, cross-docking and flow-through. Microfulfillment centers also are growing and are an explosive part of the business. ”



# Blue Yonder Leadership Highlights Company Strengths

**diginomica**

## Blue Yonder's Corey Tollefson - 'We have the capital to invest and we will compete on service excellence'

 By **Derek du Preez** November 21, 2022

**SUMMARY:** Tollefson has a long history in the B2B software industry and recently joined a new executive team at Blue Yonder to focus the company's supply chain ambitions.

Supply chain vendor Blue Yonder, formally JDA Software, is under new leadership and is going through a serious change programme, one which is focused on innovation investment and customer service excellence. The newly appointed leadership team, which have been in situ for approximately four months now, have extensive experience in the B2B software industry - at companies that include Oracle and Infor.

We recently spoke with Blue Yonder CEO Duncan Angove about how he wants to make the company the SaaS supply chain vendor of choice for buyers, at a time when supply chain disruption is front of mind for companies around the world.



*(Image sourced via Blue Yonder's website)*

## Key Takeaways:

### Product First – Investing in SaaS Capabilities

- Create an **integrated cloud-based platform** of **supply chain** and **commerce** essentials (SCP, WMS, TMS, OMS, etc.)

### API-driven Integrations to Customer's Business Systems

### Differentiate through Service Excellence

- Ensure **value realization** for customers
- Focus on **journey-to-cloud**
- **End-to-end** operating model



# The Pure Play Leader

The only company recognized as a Leader in three Gartner® Magic Quadrant™ reports covering Supply Chain Planning, Transportation Management Systems and Warehouse Management Systems – consistently for the past three years.

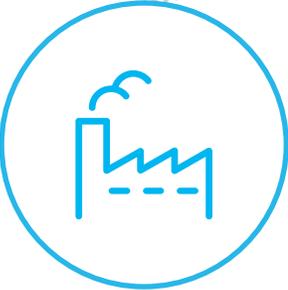


Gartner, “Magic Quadrant for Supply Chain Planning Solutions,” Pia Orup Lund, Amber Salley, Tim Payne, Janet Suleski, Joe Graham, Caleb Thomson, 2 May 2023; “Magic Quadrant for Transportation Management Systems,” Brock Johns, Oscar Sanchez Duran, Carly West, 28 March 2023; Gartner, “Magic Quadrant for Warehouse Management Systems,” Simon Tunstall, Dwight Klappich, Rishabh Narang, Federica Stufano, 8 May 2023.

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# Companies Are Struggling With a Patchwork of Solutions...



**Where is my inventory?**

**Are my customers happy?**



# The World's Leading End-to-End, Supply Chain Cloud

## Solutions



## Capabilities



One Data | One Experience | One Ecosystem

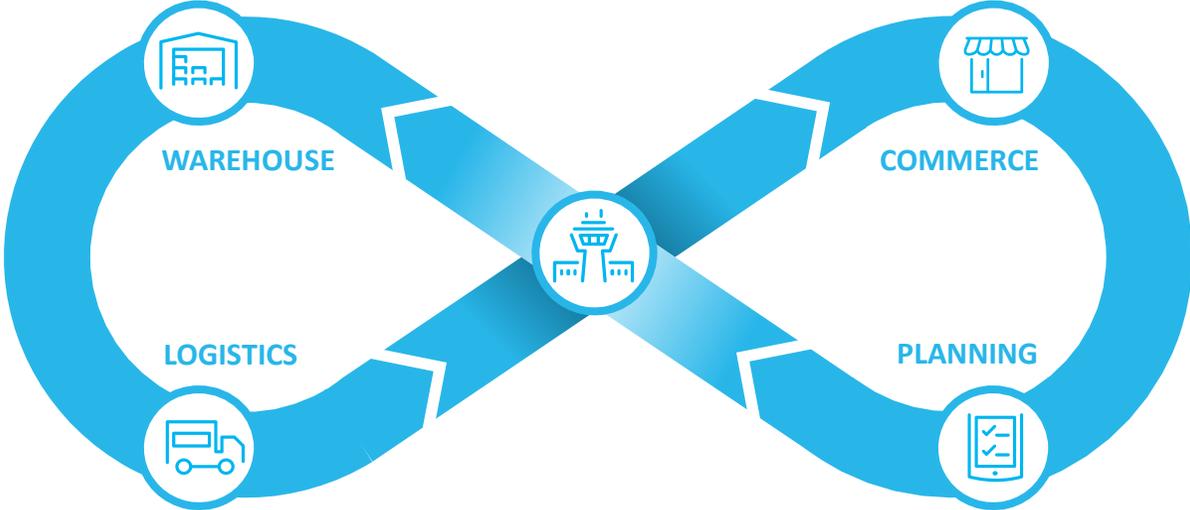
## Platform



Blue Yonder is the only company positioned to provide **end-to-end supply chain management**, unifying operations with our industry-first supply chain clouds to our expansive capabilities across **planning, logistics and commerce**, all powered by the Luminate platform.



# Engineered Solution that Enable End-to-End Value Chain Acceleration



**One Data | One Experience | One Ecosystem**

<p><b>SERVICES</b></p> <p>ML Ops • Supply Chain Cube &amp; Graph Lambda • Exception • Visibility</p>		<p>Design System • Portal Shell • Portal Services Business Intelligence • Mobility</p>	<p><b>USER</b></p>
<p><b>DATA</b></p> <p>Data Model • Data Persistence</p>		<p>Developer Studio Application Lifecycle • Workflow</p>	<p><b>EXTENSIBILITY</b></p>

Data Integration

Data Egress





**GE APPLIANCES**  
*a Haier company*



**Decreased**  
POTENTIAL  
DISRUPTIONS DUE TO  
LACK OF VISIBILITY



**Integrated**  
PLANNING AND  
EXECUTION DATA



**Improved**  
ABILITY TO MEET  
SKYROCKETING DEMAND  
FOR PRODUCTS

**BUSINESS CHALLENGE**

- Production capacity constraints*
- Real-time visibility*
- Boost customer service levels*

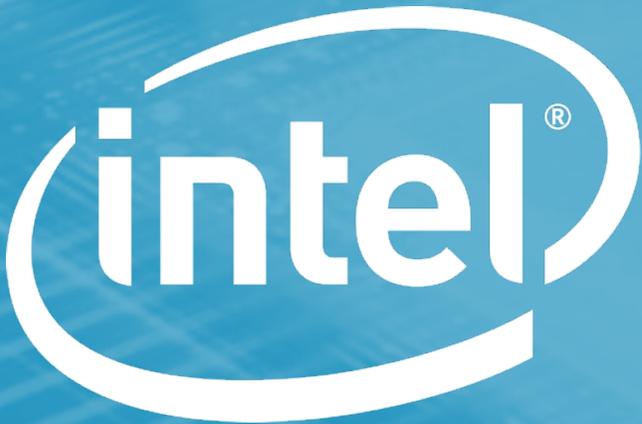


**WHY BLUE YONDER**

**We are now able to identify potential disruptions that was not possible before.”**

Chief Operating Officer





95%  
REDUCTION IN TIME  
FOR SCENARIO  
PLANNING



Increased  
ABILITY TO MATCH SUPPLY  
AND DEMAND



Connected  
CUSTOMER ORDERS WITH  
PRODUCTION ORDERS

### BUSINESS CHALLENGE

*Lack of agility*

*Supply/demand visibility*

*Customer service levels*



### WHY BLUE YONDER

Our goal is to improve supply chain agility and customer service ... responsive demand-supply matching is key to that."

Director of Supply Chain

WHO WE BEAT: **kinaxis**





2.6%

SAME-STORE  
SALES GROWTH



30%

ON-SHELF AVAILABILITY  
IMPROVEMENT



\$70M

IN ANNUAL REPLENISHMENT  
SAVNGS

## BUSINESS CHALLENGE

*Reduce waste*

*Increase profitability and sustainability*

*Improve customer experience*



## WHY BLUE YONDER

The system is capital light ... It is reducing costs and stock levels, while also saving time for colleagues and providing a better offer for customers."

CEO

WHO WE BEAT:  RELEX





**Decreased**  
BUSINESS IMPACTS BY  
BETTER MANAGING RISK



**Increased**  
SUSTAINABILITY AND  
SAVINGS FROM  
INVENTORY EFFICIENCY



**Improved**  
SALES AND REVENUE

**BUSINESS CHALLENGE**

- Lack of visibility*
- Single planner view*
- Global efficiency*



**WHY BLUE YONDER**

Blue Yonder is at the core of making our supply chain better ... so we can deliver great products at a low price.”

Deputy Manager and Digital Transformation Leader





**13%**  
PRODUCTIVITY  
SAVINGS DUE TO  
OPTIMIZATION



**15%**  
SAVINGS FOR  
CUSTOMERS IN U.S.  
THROUGH DELIVERY  
EFFICIENCIES



**10%**  
IMPROVEMENT IN  
ETA ACCURACY FOR  
FINISHED GOODS

## BUSINESS CHALLENGE

*Reduce waste*

*Reduce transportation and*

*warehouse costs*



## WHY BLUE YONDER

BY solutions show us the impact in service levels, and transportation and warehouse costs, as well as how we can improve the service levels.”

Manager of Global Logistics Processes

WHO WE BEAT:



# Appendix



# Duncan Angove, CEO

- More than 25 years of leadership experience in the enterprise software, supply chain and retail industry
- Previously held senior executive roles at Infor, Oracle and Retek
- While serving as President of Infor, he helped lead the transformation of the company into the first industry cloud company with over 60 million subscribers
- Strategic priorities:
  - Product-First Focus: Drive innovation and investment in delivering highest quality products and capabilities
  - Drive Value for Customers: Unlock tremendous value as we enable the customer-centric supply chain
  - Data-Centric Approach: Build open platforms and use data to solve customer problems
  - Autonomous Supply Chain Edge: Move further towards being a truly native cloud, SaaS supply chain company combined with the power of edge technologies



# Corey Tollefson, Chief Revenue Officer

- Senior technology industry leader with global operating experience in software and digital transformation and supply chain.
- Deep understanding of the trends across enterprise software, cloud, AI, and supply chain.
- Previously held leadership roles at Accenture (then Anderson Consulting), Infor, Oracle, and Retek
- Strategic priorities:
  - Customer Success: Helping drive success for our customers by ensuring products and services meet needs
  - Product First: Create differentiated solutions to fulfill customer needs
  - Business Growth: Building strong teams to help ensure the success of our partners and customers





BlueYonder

Fulfill your potential™