The Digital Fulfillment Company

Fulfilling customer demand when, how and where they want it.

BlueYonder
Fulfill your potential™

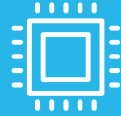# Our Mission

Empower every person and organization on the planet to fulfill their potential.

BlueYonder
Fulfill your potential™

Trends Driving Blue Yonder's Business

Experience is the currency of customer satisfaction

Digital transformation leads C-suite agenda

Customers buy experiences, not products

Trade growth exploding

Intelligence is everywhere AI/ML/IoT/Robotics/ Big Data

Personalization and supply chains of one

Old supply chains are going digital

Inventory levels are multiplying

3

The Opportunity Has Never Been Greater!

Cloud technology, access to data, and predictive technologies have transformed the workplace and created an opportunity to disrupt the SCM market!

Consumers expect more from their shopping experience

Global workforces are borderless and mobile

Organizations want to make data-driven decisions

SCM technology needs to get the right data to the right people at the right time

Regulatory and trade complexity is increasing rapidly

Predictive technologies change the way people work

The Reality of Global Supply Chain Management "Digital Transformation" is Disruptor & Opportunity

Manufacturing

Supply Chains of One

Distribution / 3PL

The Money is in the Data

Retail

Winning Retailers are Tech Companies

DIGITAL TRANSFORMATION

IoT | CLOUD COMPUTING | ARTIFICIAL INTELLIGENCE | DIGITALLY EMPOWERED CUSTOMERS | BIG DATA | VOICE COMMERCE ROBOTICS | DIGITAL HUB | 3D PRINTING | BLOCKCHAIN

AI Will Have a Huge Impact on Supply Chain

Potential economic-value creation from AI in the next 20 years

McKinsey estimates that firms will derive between $1.3trn and $2trn a year in economic value from using AI in supply chains and manufacturing

Marketing

Marketing & Sales

$ Trillions

1.4

Operations

Supply Chain

1.3

Management

Risk

0.5

Product Development

0.1

Other

0.3

Finance & IT

0.2

Human Resources

0.1

Service Operations

0.2

Strategy & Corporate Finance

0.1

AI Adoption is Growing

87%

of enterprise software will have AI built in

83%

of enterprise software will include cloud-base AI development services

Deloitte

Customer Value Realization Goal

> " **Blue Yonder customers will realize $100B of value, in growth and savings, by 2025.**
>
> – Girish Rishi, CEO

Blue Yonder Quick Facts

3,300
Global Customers

5,300
Professionals

$1B
Annual Revenues

95%
Customer Retention Rate

450+
Patents granted and pending

75
of the top 100
Retailers use Blue Yonder[1]

77
of the top 100 CPG
companies use Blue Yonder[2]

25%
EBITDA and Strong
Cash Reserves

150
New customers per year

#1!
Blue Yonder the ONLY company
named leader in
All FOUR Gartner MQs![3]

[1]STORES Top Retailers 2019, National Retail Federation, July 2019
[2]CGT's Top 100 Consumer Goods Companies 2016, Consumer Goods Technology Magazine, January 2019
[3]Gartner Magic Quadrant for Transportation Management Systems, Magic Quadrant for Warehouse Management Systems, Magic Quadrant for Sales & Operations Planning Systems of
Differentiation, Magic Quadrant for Supply Chain Planning Systems of Record

Company Overview

Delivering digital fulfillment solutions to leading manufacturers, retailers and logistics providers

- 3,300 global customers / 2M+ SaaS users / 76 countries

- Global leader in rapidly growing/evolving manufacturing and retail markets

- End-to-end software solutions power more profitable, mission-critical decisions

- Largest pure play SaaS provider addressing the supply chain market

- $30B billion global TAM with 12% CAGR

$1B+
Revenue
2019

24%
Adj Cash
EBITDA Margin
2019

+83%
YOY SaaS
ARR Growth
2019

58%
Recurring Revenue
2019

77	73	8
of Top 100 Manufacturers	of Top 100 Retailers	of the Ten 3rd Party Global Logistic Companies

Blue Yonder's Global Reach 40+ Locations Worldwide

5300+ associates worldwide
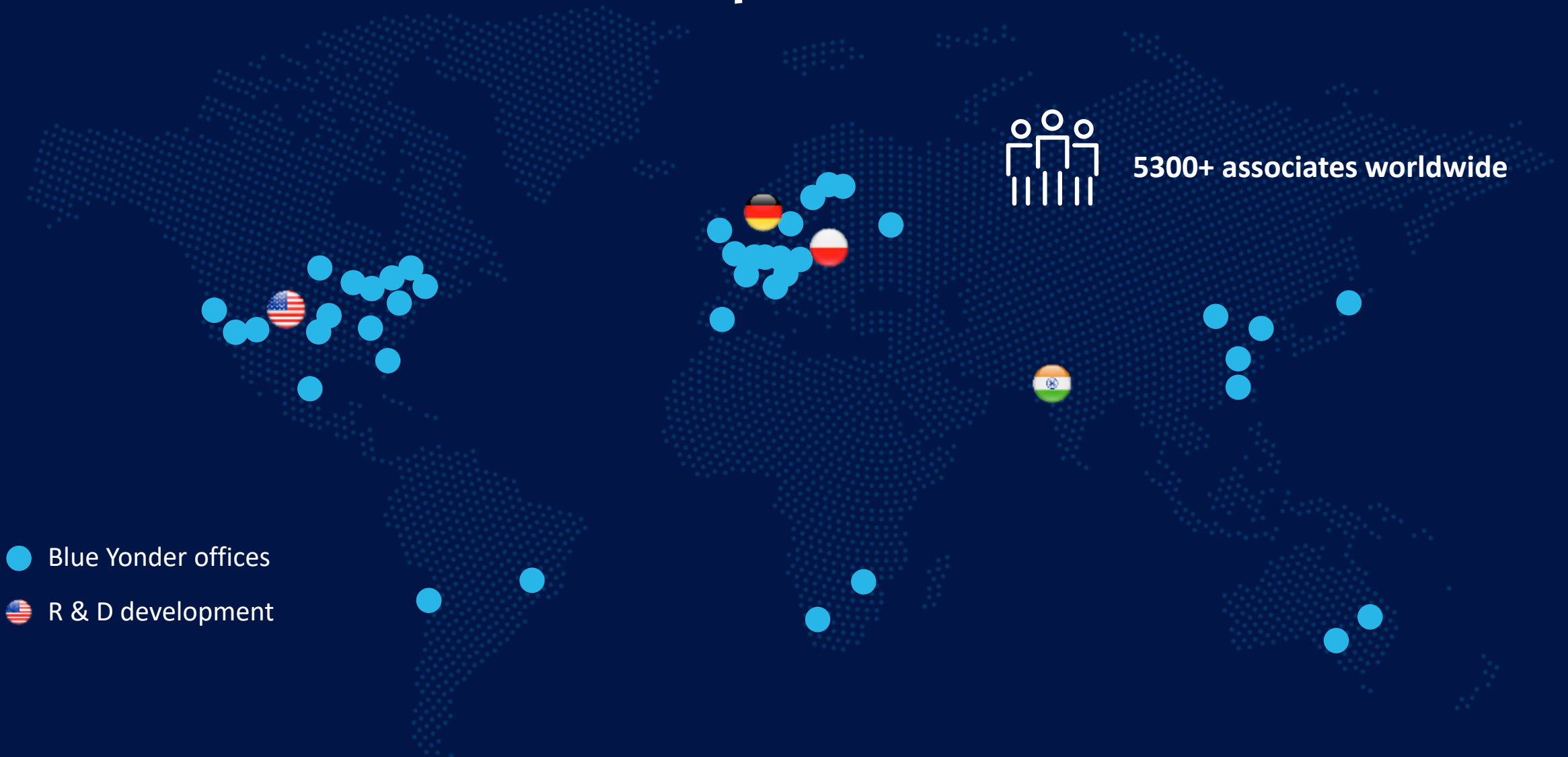
Blue Yonder offices

R & D development

Blue Yonder's Core Solutions and Digital Fulfillment Platform

Planning

- Improve supply/demand forecasts, product availability and inventory levels

- Supply chain visibility to increase margins and efficiency, minimize waste and reduce costs

Retail

- Creating optimal space, assortment, pricing, promotions and labor plans

- Best-in-class machine learning to better forecast demand for products
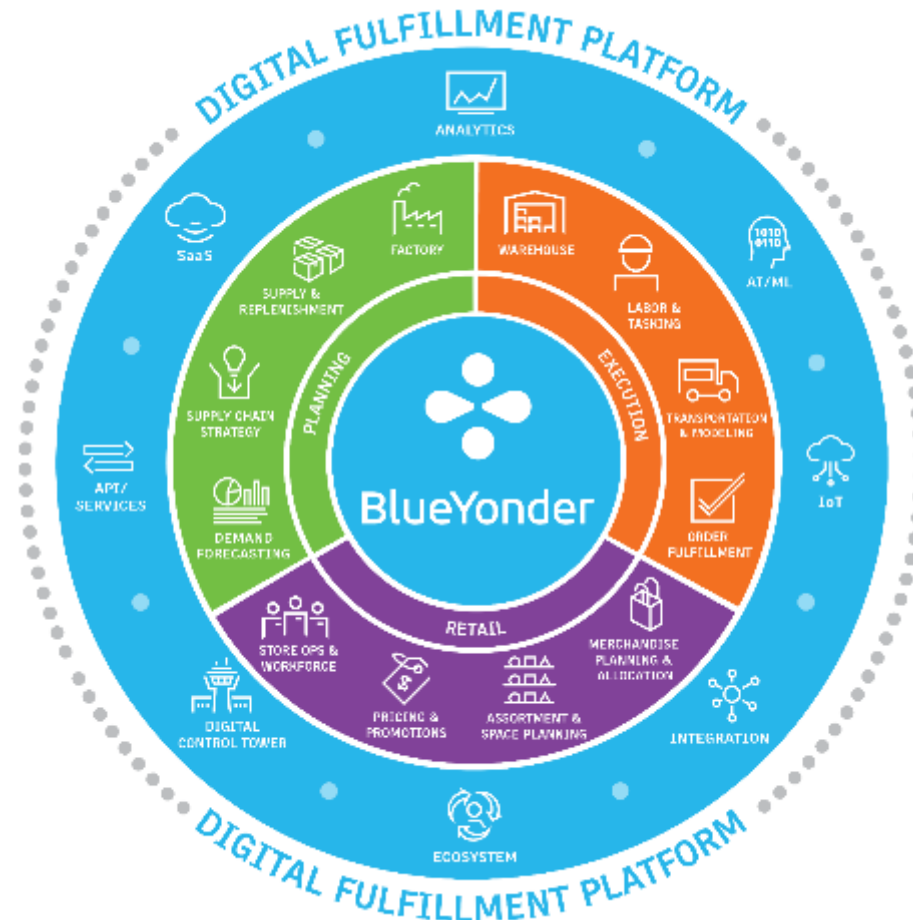
Execution

- Fully optimized labor, distribution and fulfillment of inventory and goods

- Real-time visibility of current inventory across warehouse, transportation and store operations

Platform

- End-to-end visibility, orchestration and control powered by AI/ML

- Broad extensibility and ecosystem of partners building value-add applications

Digital Fulfillment Delivers a Customer-Centric, AI-enabled Supply Chain

Traditional Supply Chain

- Decisions largely based on internally-sourced information

- Siloed, latency-ridden data

PLAN › SOURCE › MAKE › DELIVER

Digital Fulfillment

- Fastest, most cost effective, sustainable response to demand

- Synchronized forecast, warehouse & transportation execution, and delivery via multiple channels—reducing latency driven by disjointed systems

- Real time visibility derived from edge technologies and supply chain orchestration driven via machine learning

Manufacture

Transport

Retail

Warehouse

Distribute

AI/ML driven

Cloud-enabled

Personalized Consumer Demand

Accelerating Commerce Complexity

NUMBER OF PARCELS SHIPPED

100B+

43B

2014   2020
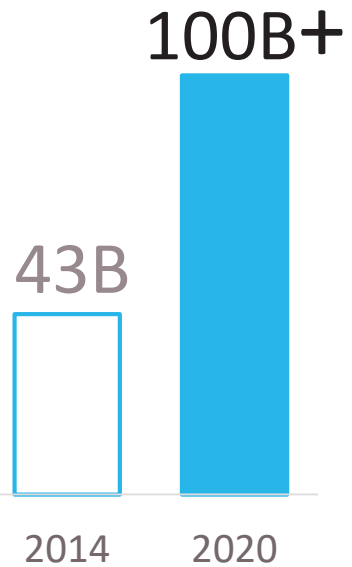
INCREASE IN U.S. WAREHOUSES

+19K

+15K

2010   2020
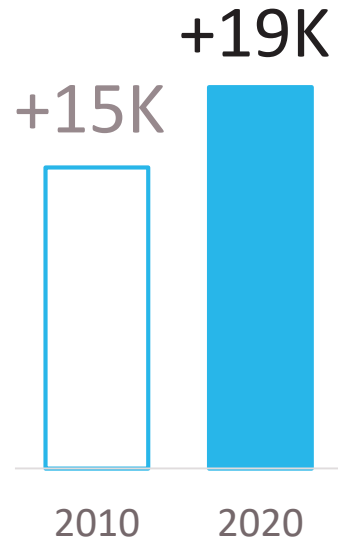
GLOBAL eCOMMERCE SALES

$4.1T

$1.3T

2010   2020
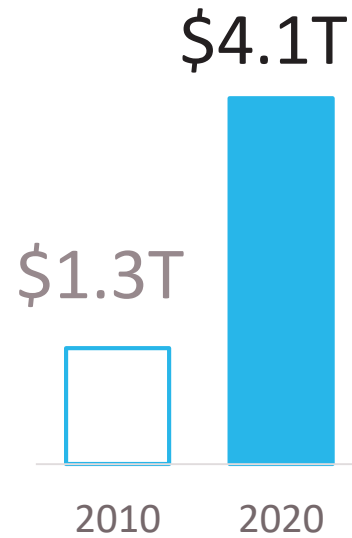
Every consumer decision drives a digital fulfillment response / action...

Luminate Platform is Blue Yonder's Core Strategy

BLUE YONDER APPLICATIONS

Luminate
Retail

Luminate
Planning

Luminate
Execution

LUMINATE PLATFORM

API
Services

Identity
Services

Tenancy
Service

01101
10101
Data Platform
Services

Container
Deployment

AI / ML
Services

Change
Management
Services

Observability
Services

TECHNOLOGY PARTERNSHIPS

MuleSoft®

Microsoft Azure

Blue Yonder SaaS Solutions

Services Extensions

Custom Applications

ISV Applications

Our Luminate Solutions Portfolio

The One & Only Digital Fulfillment Platform

PLATFORM

- Digital Control Tower
- Visibility & Orchestration
- SaaS
- AI / ML
- Ecosystem
- IoT
- Analytics
- API / Services
- Integration

PLANNING

- Strategy
- Demand Forecasting
- Supply Planning
- Factory Planning
- Inventory Optimization
- Network
- Sales & Operations
- Replenishment

RETAIL

- Pricing
- Promotions
- Space Planning
- Floor Planning
- Assortment Management
- Merchandise Planning
- Modeling
- Advanced Scheduling

EXECUTION

- Transportation
- Warehouse Management
- Task Management
- Workforce/Labor Management
- Store Operations
- Channel Clustering
- Track & Trace
- Allocation

Blue Yonder / Microsoft Alliance
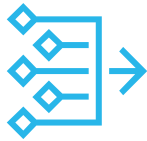
CO-INNOVATION

Established Technical Partnership

- Partnership began Q4 2018; 90% of the Blue Yonder's portfolio will be Azure-deployable by the end of March

- Microsoft is actively engaged in more than 25 technical workstreams, many of them accelerating the native Azure push

GTM

Strong Go-to-Market Alignment

- Coordinate engagement points (i.e. conferences, co-sell days, education and account planning meetings, regional QBRs, the Microsoft Technology Centers)

- 50+ Microsoft/Blue Yonder co-sell wins

INTEGRATORS

Leveraging Integrators
(TCS, Accenture, KPMG, etc.)

- Three-way Blue Yonder/MSFT/Systems Integrators GTM

- Program formally established and managed by Microsoft and levered by Blue Yonder

The Clear Leader in End-to-End Supply Chain Solutions

BLUE YONDER SOLUTIONS:	BlueYonder	E2OPEN	KINAXIS	Manhattan Associates	infor	ORACLE	SAP
EXECUTION — Warehouse Management	Full	No	No	Full	Average	Average	Strong
EXECUTION — Transportation Management	Full	No	No	Average	Weak	Full	Average
PLANNING — Forecasting	Full	Average	Strong	Weak	Weak	Average	Full
PLANNING — Replenishment	Full	No	Average	Average	Weak	Average	Full
PLANNING — Inventory Management	Strong	Weak	No	Strong	Average	Weak	Average
PLANNING — Manufacturing Planning	Full	Average	Full	Weak	Average	Average	Strong
RETAIL — Retail Planning	Weak	No	Weak	Weak	Average	Full	Weak
RETAIL — Store Operations	Weak	No	No	Average	Average	No	Weak
RETAIL — Category Management	Full	No	No	No	No	No	No

KEY: ● Full Capability ◕ Strong Capability ◑ Average Capability ◔ Weak Capability ○ No Capability