

# INFOSYS DIGITAL SUPPLY CHAIN- BLUE YONDER CATEGORY MANAGEMENT



## Overview

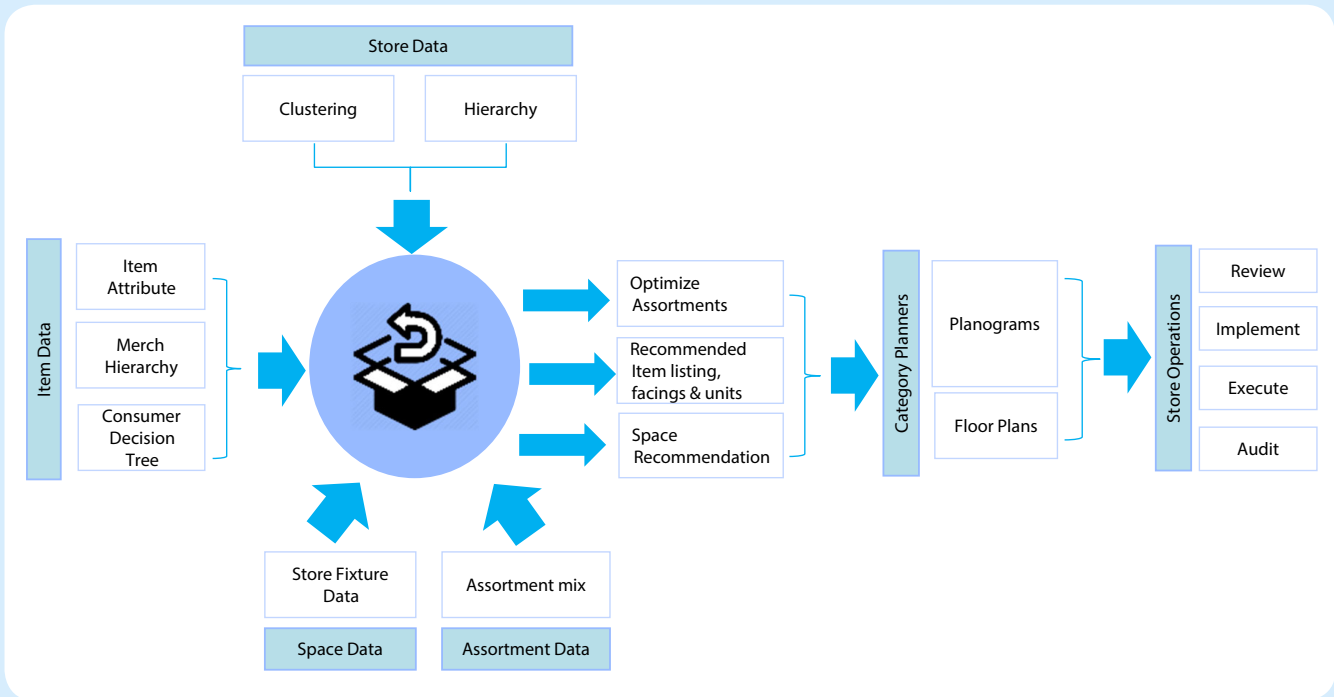
Blue Yonder (BY) Category Management solution leverages retailers, manufacturers, and its suppliers in determining the most

effective products for shelf space to best meet customer demands and increase profits while reducing the impact of out-of-stocks. By emphasizing on analytics-driven insights about

customer behavior at a macro and local market level, retailers can now develop localized, actionable assortment plans for more profitable growth.

## Category Management Merchandising Process Flow

Category management is a process that involves managing product categories as business units and customizing them [on a store by store basis] to satisfy customer needs.

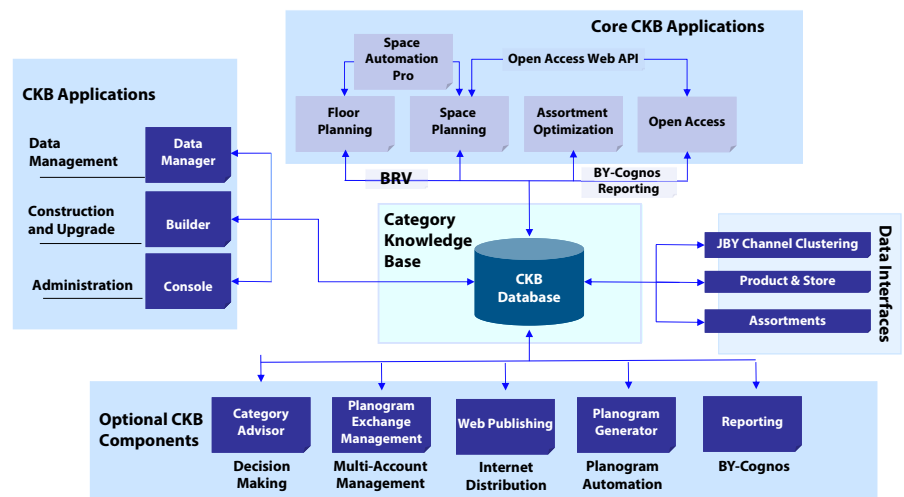


## Value Delivered

- Merchandising planning servers are utilized as the single version of the truth regarding merchandise and store performance, through pre-season, in season and post season management. This will enable Retailers to create a strategic link to world class merchandising and store execution.
- Space planning provides the capability to deliver the merchandising vision to the consumer with the potential to improve sales, margin, and return on inventory investment. Optimize assortment plans through space rationalization across categories.
- Improved productivity by eliminating tedious, manual processes.

## Blue Yonder Category Management Suite Flow

Blue Yonder Category Management solution leverages retailers, manufacturers and its suppliers in determining the most effective products for shelf space to best meet customer demands and increase profits while reducing the impact of out-of-stocks.



## Infosys Blue Yonder Category Management Expertise

### Our Expertise

- Implementation & Upgrade
- Interface building with legacy systems
- Planogram Build and publish
- Automated Product and Plano placement
- Floor Plan Solutions & Auto-Cad integration
- Assortment optimization and space Integration
- BY-Cognos & Custom reporting

### Value Add

- Business process refinement
- Seamless Support
- Customer Engagement
- On time delivery
- Best-in-class consulting
- User Experience

### Benefits to Customers

- Reduced time in planogram building
- Seamless publish to stores
- Targeted Communication
- Space optimization in store
- Store Compliance
- Minimized Overstock/Understock issues
- Higher productivity due to automation
- Right product, right place at right time

## Successful Engagement



### Business Challenge

- Need for unified central BY CKB solutions that can work in collaborate environment
- Streamlined and centralized the process to generate automatic planograms via assortments
- Process for managing vendor build planograms
- Need for Reporting tool

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- Multiple Geographies with old BY Category Management versions and Legacy system dependencies
- Longer processing times in publishing planograms to stores
- No Streamlined process for optimizing assortments and use in space planning
- Manual planogram generations with less than 50% store compliance



### Infosys Solution

- Streamlined the business process and recommended solutions that were not support by BY OOTB. Developed Web-portal (asp .NET +angular) for users (1000+ users) and deployed solutions over there for all users
- Analyze and recommended the integrated of assortment system with BY space Planning (CKB)
- Implemented BY Open Access for users and suppliers to share the planograms. Developed Space automation Pro-Scripts for validating the planograms. Implemented Single-On functionality to authenticate suppliers
- Implemented Congos and integrated with BY Open Access.

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- Created one unique solution with high level of configuration to satisfy the needs of different international markets with reusable components
- Leveraging BY out of the box functionalities with minimized customization to get a more robust solution
- Transforming all the interfaces with latest Microsoft components and resulted into faster response time
- Removing BY dependency from stores by sharing PDF files using web publisher
- Automatic planograms generation from BY Planogram Generator tool



### Benefits

- No more dependency on flat files
- Reduce planogram build cycle time
- Reduce planogram publishing turnaround time to store
- Minimize the manual work, hence allowed user to focus more analysis
- Reduction in store tickets
- Improved user – external suppliers communication

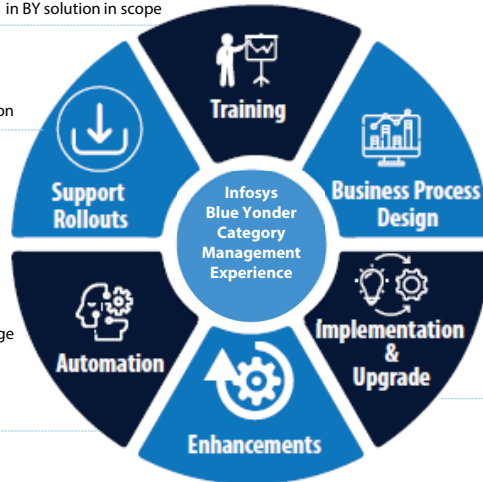
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- One centralized solution reduced cost of system support
- Legacy maintenance cost was reduced to minimal
- Increased number of planograms created and published each month
- Multiple reset and revisions planning and parallel work
- Increased store compliance by minimizing errors and publishing planograms on time
- Streamlined reporting and analysis process by putting all the data in system

1. Create and design training plans
2. Provide class –room training covering end to end processes
3. Map a day in a life of a planner tasks in BY solution in scope

1. Support multi-country roll-outs
2. Hyper-care support post production

1. Automate the planogram creation process called planogram relay for new event
2. Automated the assortment integration with space planning and recommending the add/delete/change
3. Automated multi versioning of objects
4. Automate planogram placement engine based on placement rules and exception reporting
5. Automatic publishing to store

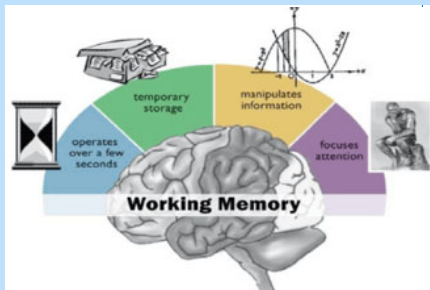


- Provide Strategic Consultancy
- Assessment of As-IS understanding of Business Process
- Recommend Business Process Improvement and build Road map
- Define Process Design

1. Cloud Implementation
2. Prepare Design documents
3. Installation and configuration documents
4. Database Migration and Building CKB database
5. CKB Technical upgrade Approach and plan
6. Upgrade Database, testing of apps and deployment of enhancements

1. Develop Interfaces for to-from CKB database
2. Recommend and develop solutions not supported by BY OOTB few are mentioned :-
  - Planogram and floor plan maintenance for bulk processing
  - Floor planning reconciliation
  - Promotional and seasonal planning
  - Custom Reporting like :- Adjacency, Same run, cross aisle and BY Cognos

## Infosys Blue Yonder Category Management Experience



1. Machine learning data would deal with multiple types of data which are either system generated or configuration data, business rules and algorithms.
2. Component will act like human memory and it will have short term storage (like, recommendations for assortment planning, placement planning etc) and long term storage (like, learning from shopper's basket, trends, past performance of an assortment plan, Planograms etc).

## Infosys Blue Yonder Category Management Experience

- Machine Learning: Implementing Machine learning in planogram building and assortment optimization
- AI: Artificial intelligence use in calculating sStore compliance

## Infosys Digital Supply Chain Practice



**2500+**  
Supply Chain  
Practitioners



**500+**  
BY Consultants



**300+**  
Supply Chain  
Engagements



**50+**  
Active Global  
Clients



**20+**  
Years of a mature Supply  
Chain practice

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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