



Moving On

Transportation Management
for a Transformed World



Forget everything you knew about transportation management.

Even before the stunning transformation that occurred in 2020, the transportation industry was already being upended. As the move to omni-channel gave shoppers increasing power over retailers, the same-day delivery market exploded as savvy consumers demanded faster, more flexible fulfillment options.

Over time, same-day or next-day fulfillment became more than just a “retail” issue, as industry lines blurred and many traditional manufacturers began to invest in direct-to-customer channels.

Today, as consumers and industrial buyers alike have shifted to online purchasing modes, shippers have been placed under extraordinary pressure to offer fast, flexible delivery via multiple modes and to respond in real-time when something goes wrong. And, of course, every decision must be made with profitability and sustainability in mind.

2020 has only been the most recent phase of a complete transportation revolution.

In 2019 the global same-day delivery market size was valued at

\$4.6B

And is expected to grow at

20.3%

from 2020 to 2027!





Five new realities have taken shape.

During this revolution, many of the traditional rules that governed the worlds of transportation and fulfillment have been erased. Instead, one rule has emerged: The customer is king.

How does the rising power of the customer manifest itself on a day-to-day basis? Five new customer realities have changed business, and transportation management, as we know it:

- 1** Forget loyalty, it's delivery speed that matters most.
- 2** Immediate availability outweighs product range.
- 3** "Delivery on my terms" is an expectation.
- 4** Large-scale personalization is the new cost of doing business.
- 5** With a multitude of buying options, customers are increasingly channel-agnostic.

These five fundamental trends have brought strategic transportation management to the forefront, making it a critical competency for retailers and manufacturers alike.

83%

of consumers expect retailers to provide flexible shipping and fulfillment options such as buy-online-pick-up-in-store.²

These aren't challenges. They're opportunities.

While the past several years has completely changed the transportation industry, they've also brought incredible new capabilities enabled by digitalization.

Fueled by artificial intelligence, automation and analytics, advanced technologies are helping shippers of all types combat these transformative changes as they:

- **Refine the transportation model** by making it more digital
- **Reimagine the shipping network** with flexible multi-modal delivery model across the traditional supply chain network with expanded carrier connectivity and dynamic capacity and pricing increasing its connectivity
- **Gain visibility and control** through new digitalization initiatives
- **Unify inbound and outbound logistics** via greater orchestration and collaboration
- **Lower the cost of tech ownership** through adoption of a cloud platform

Most companies had been exploring the promise of digitalizing their transportation capabilities prior to 2020. But today, digitalization is nothing less than a competitive imperative.

“By 2022, spend on TMS applications will be \$1.94 billion, accounting for 31% of the \$6.2 billion supply chain execution market.”

– Gartner³





How will you get there? Blue Yonder.

For the typical shipper or logistics services provider, digital transformation might seem like an overwhelming concept. As companies struggle to effectively manage multiple warehouses and DCs, hundreds or thousands of employees, a number of legacy systems, a network of carriers and customers around the world, the prospect of connecting all these nodes may seem not just challenging, but impossible.

The good news? It's not just possible, it's rapidly achievable via Blue Yonder's industry-leading transportation management capabilities, delivered rapidly and seamlessly via a software-as-a-service (SaaS) model. Proven customer results include an 8% annual transportation cost reduction and a 12% increase in asset utilization.

Backed by 20 years of software development innovation, today Blue Yonder is the industry leader in artificial intelligence (AI), machine learning (ML), automation, robotics, data science, analytics and other advanced technologies that are changing the nature of transportation management.

Blue Yonder transportation management capabilities have delivered up to a

40%

improvement in service levels.

Blue Yonder accelerates your transportation results.

While Blue Yonder's transportation management solutions represent the cutting edge of digitalization, they're delivered to shippers in an easy-to-consume cloud delivery model that supports an easy, rapid implementation – and an accelerated return on investment.

Transportation management capabilities from Blue Yonder are easily adapted to the needs of every shipper. Recognizing that no two transportation footprints are alike, Blue Yonder solutions enable the intelligent orchestration of a wide range of shipping assets, nodes and network designs.

Blue Yonder's industry-leading capabilities in AI, automation, analytics and other areas make your transportation network more:

- **Visible and transparent**, even outside your own walls
- **Predictive** when inevitable disruptions occur
- **Autonomous**, for significant speed and cost savings
- **Responsive** to changing real-time conditions

Following is a look at some key capabilities that differentiate Blue Yonder.

Blue Yonder transportation management solutions can be fully implemented in as little as

3 months

via a cloud delivery model.



The Blue Yonder Difference

Integrated transportation planning and execution.

Backed by the power of transportation management and Luminate Platform, Blue Yonder helps your business to sense, predict and pivot as exceptions occur. This solution blurs the line between planning and execution by leveraging real-time information from suppliers, factories, distributors, retailers, customers – and even news, events and weather – to support dynamic re-planning when you're faced with the unexpected.

Artificial intelligence, machine learning, big data, robust algorithms and predictive analytics are applied to not only sense disruptions, but autonomously choose the best response. Your entire transportation network can course-correct in real time, updating network-wide plans to provide better business outcomes.

The benefits of integrated transportation planning and execution include:

- End-to-end exception visualization, prioritization and autonomous resolution
- Dynamic re-planning, based on real-time changes in order, shipment and inventory status
- Seamless orchestration of the extended carrier and supplier network

Integrated planning and execution has been proven to:



Grow Revenues



Increase Profits



Reduce Expediting



Improve Service

The Blue Yonder Difference

Dynamic transportation modeling.

Blue Yonder transportation modeling provides the extensive knowledge base and real-time data you need to confidently streamline and optimize your transportation network.

Transportation modeling enables you to tactically perform transportation network analysis and get ahead of the game in terms of transportation policies and adjustments in this more dynamic marketplace. The solution continually identifies the most efficient and lowest-cost network that will satisfy both your business requirements, including profitability and sustainability targets, and customer needs. As conditions change in real time, you can determine the best way to set up and run the network. What-if scenarios help you navigate disruptions and make fact-based decisions that keep the entire network on track.

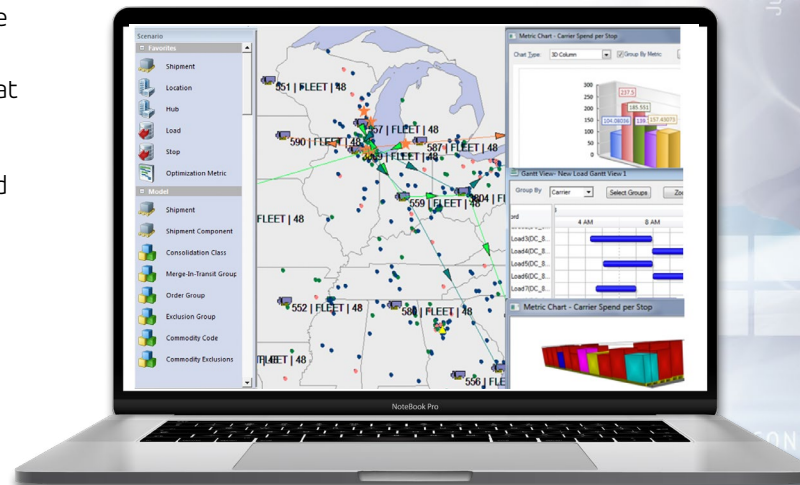
No matter what happens across the extended logistics network, Blue Yonder dynamic transportation modeling allows you to:

- Identify and capture potential efficiencies and cost savings
- Decrease mileage and emissions, to meet sustainability goals
- Analyze complex service/cost trade-offs and make optimal decisions

Blue Yonder's transportation modeling capabilities have been proven to deliver up to a

30%

reduction in emissions.



CONNECTION
ANALYSIS
DATA
SEARCHING
VERIFICATION
CODING
SENDING

The Blue Yonder Difference

Redefined carrier networks.

In today's complex logistics landscape, it can be difficult to deliver products to the right place, at the right time, in a cost-effective manner – especially when critical partners are disconnected from real-time supply chain data.

Blue Yonder transportation management, logistics network and dynamic price discovery support a digitally enabled ecosystem that connects small and large organizations across the entire supply chain. These capabilities integrate multiple logistics execution participants, including carriers, via built-in cross-organization data transfer and workflows. The result? A market-driven environment that enables the provision and consumption of logistics services based on real-time data from across the extended supply chain. And a solution to help with the ever-increasing opportunity for dynamic capacity and rates in an expanded multi-modal delivery model that inherently requires more flexibility beyond standard procured capacity.

Blue Yonder's open platform enables the seamless integration of application

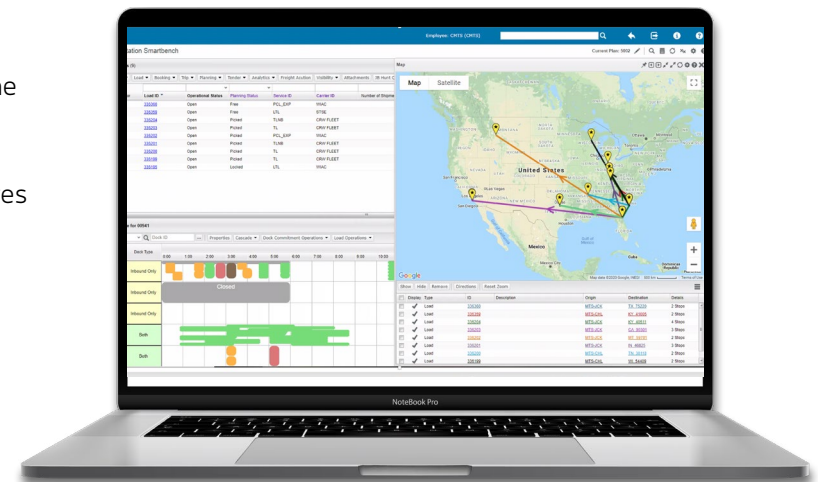
programming interfaces (APIs), making it easy for shippers and carriers to interact digitally.

By redefining carrier networks, Blue Yonder positions your business to:

- Drive profits, by eliminating empty miles and maximizing asset utilization
- Access a larger, more flexible pool of capacity from carrier partners
- Get real-time price quotes based on changing market dynamics

Blue Yonder's
digital ecosystem for
enabling shipper-carrier
collaboration can reduce
freight costs by up to

10%



The Blue Yonder Difference

Centralized procurement.

Transportation Procurement is a best practice that has been proven to drive costs down, while increasing service levels. But freight bidding for instance has traditionally been a manual-based, time-intensive, error-prone process.

With logistics procurement capabilities from Blue Yonder, you can seamlessly collaborate with a global network of potential carriers to reduce your overall transportation costs. Blue Yonder's SaaS-based platform, which leverages the power of Microsoft Azure, provides one unified system to manage all carrier engagements, including bid submissions and awards.

This Blue Yonder solution automatically considers carrier performance constraints, cost and service impacts, and other factors involved in making an optimal procurement

decision. What-if scenarios enable you to visualize the results of different execution options. And, by making real-time bidding data available to all carriers, you can increase competition.

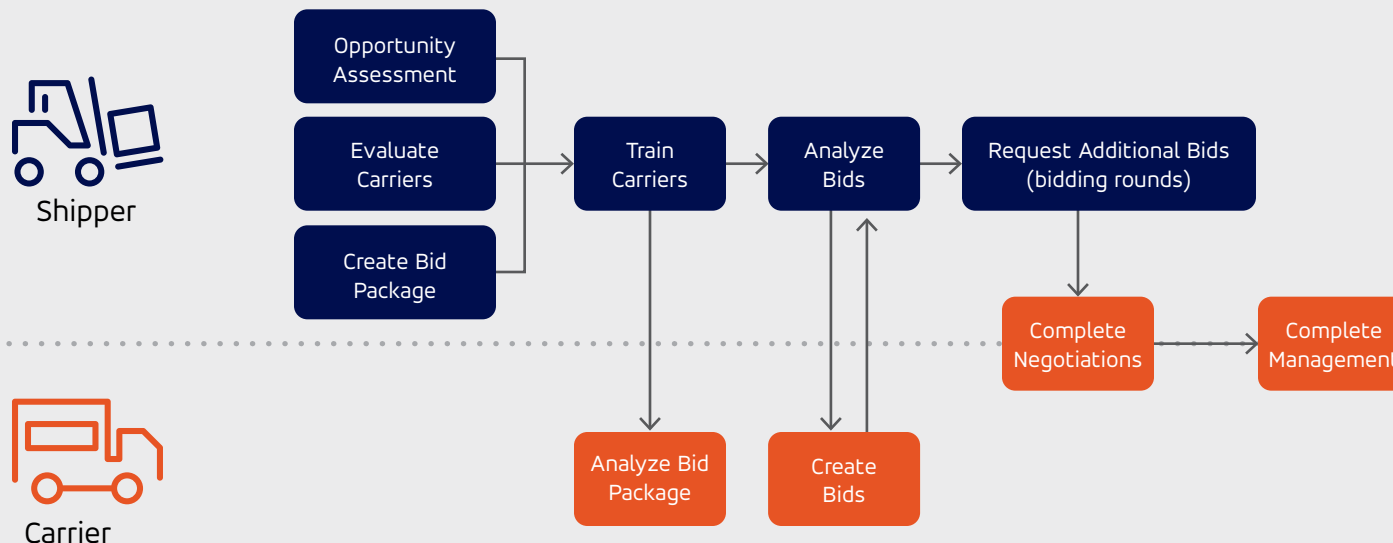
With Blue Yonder logistics procurement, your organization can:

- Identify actual cost savings in minutes via a bid optimization engine
- Invite carriers to upload and manage their own bids via a unified platform
- Automatically find the right balance of service versus cost for every job

The "trucking-as-a-service," or TaaS, market will reach

\$79.42B

by 2025.⁴



The Blue Yonder Difference

Real-time analytics.

Every business has access to a wealth of data from across its complex transportation network. But it can be difficult to collect this data, separate the trivial from the critical and extract the useful insights you need to support profitable decisions. Enter Blue Yonder's industry-leading real-time analytics.

Blue Yonder's Luminate Platform is an enterprise-wide architecture that's connected, comprehensive and immediate. It delivers the real-time intelligence you need to make day-to-day transportation decisions, as well as predict, prevent and resolve any unexpected disruptions. Dashboards, grids, alerts and reports deliver timely, meaningful and accessible information and insights automatically.

While your end-to-end logistics operation is incredibly complex, digital-edge technologies like AI, ML, the Internet of Things (IoT), data science and advanced analytics deliver visibility and simplification. Your organization will benefit from recognizing exceptions at the earliest possible stage, as well as having the ability to respond quickly, accurately and confidently based on real-time data.

Blue Yonder's advanced analytics position your transportation team to:

- Maximize real-time connectivity, visibility and responsiveness among both internal and external participants
- Ingest and process diverse data sources into one version of the truth
- Synchronize your business planning, execution, delivery and labor management activities via workflow-driven user experiences

A Gartner study reports that

50%

of leading enterprises around the world will have invested in real-time transportation visibility solutions by 2023.⁵

The Blue Yonder Difference

An industry-leading user experience.

Blue Yonder's Luminate Portal and its supporting mobile framework offer your business an adaptive and responsive working experience, no matter where users are logging in. Blue Yonder's Transportation Mobile User (TMU) application incorporates all the features of the Luminate Platform into a mobile-device interface, including visibility, collaboration, analytics, automation and AI/ML-enabled insights.

The TMU app features profiles for three different personas: planners, carriers and drivers. Each persona can leverage the mobile app to query loads for analysis and operational decision support, as well as receive instantaneous updates. Your transportation planners can monitor freight execution in real-time from their mobile devices without having to wait for desktop access.

The TMU app reduces tender-to-invoice cycle times, as well as dispute resolution times. It improves visibility and responsiveness by allowing your company to:

- Track in-transit inventory throughout its entire journey, based on automated location updates

- Decrease labor and administrative costs via digital interactions
- Support touchless delivery confirmations and status updates

IDC predicts that there will be

95M

US mobile workers in 2024, accounting for nearly 60% of the nation's workforce.⁶



The Blue Yonder Difference

Proven results for the world's shipping leaders.

A leader in all four Gartner Magic Quadrants – including Transportation Management – Blue Yonder has already helped 450 of the world's logistics leaders to digitize their transportation operations. World-leading companies in the consumer goods, industrial and automotive markets rely on Blue Yonder for support in mastering their complex transportation management challenges.



“By integrating Blue Yonder’s transportation management with track and trace capabilities, Monsanto’s ability to serve our customers improved through the increased visibility into our transportation decisions.”

Global Logistics Lead, Bayer
(formerly Monsanto)

Bayer’s Results

4%

Reduction in
cost-to-serve

7%

Improvement in
asset utilization

3%

Increase in
service levels



Start moving in a new direction today.

Ready to start accelerating your transportation ROI – even in today’s high-velocity, high-volume, high-variability environment?

Learn more at <https://blueyonder.com/solutions/transportation-management>.

1 <https://www.grandviewresearch.com/industry-analysis/same-day-delivery-market>

2 <https://www.digitalcommerce360.com/article/coronavirus-impact-online-retail/>

3 “Magic Quadrant for Transportation Management Systems,” published 27 March 2019. ID: G00355727. Analysts: Bart De Muynck, Brock Johns, Oscar Sanchez Dura.

4 <https://ww2.frost.com/news/press-releases/digital-freight-brokerage-grows-top-service-revenue-opportunity-truck-service-gains-traction/>

5 “Market Guide for Real-Time Transportation Visibility Platforms,” published by Gartner on 25 February 2020. ID: G00380260. Analyst: Bart De Muynck

6 <https://www.idc.com/getdoc.jsp?containerId=prUS46809920>

blueyonder.com

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BlueYonder

The image features a long-exposure photograph of a road at night, with light trails from vehicles in shades of orange, red, and yellow. The scene is dominated by a deep blue color palette, with a large, dark blue structure on the right side of the frame. The BlueYonder logo, consisting of a stylized four-pointed star icon, is positioned to the left of the brand name.

BlueYonder