



Customer reference

Efficient employee deployment planning thanks to exact forecasts

"Blue Yonder's forecasting software was the only solution in a position to sensibly forecast the sales per store on a daily basis and to consider external data as additional parameters."

Roman Melcher, Managing Director IT, dm

The challenge

At the dm drugstore chain, the focus is on people. Employees are given enough time to advise customers, even if there is a lot going on in the store. This is why dm uses employee deployment planning software developed in-house. In the past, store managers estimated anticipated daily sales based on their experience and entered this figure into the system. After that, the program calculated the number of employees needed for each day. Under normal circumstances this worked well. However when special situations arose, the limitations of this procedure became evident. The consequence: over- or understaffing.

blue yonder

Forward looking. Forward thinking.

The project

In order to precisely predict daily sales in the individual stores and to be able to reliably plan employee deployment, dm started using the Blue Yonder software. In addition to past daily sales, the solution considers pallet delivery forecasts from the warehouse and parameters, such as store opening hours, that can be customized for each individual store. The software also adds external data, such as upcoming market days, holidays in a neighboring country or the weather forecast into the mix.

The results

Employees of each store enter their personal work preferences into the demand plan four to eight weeks in advance and they can generally rely on the planning once approved. Last-minute changes have become rare, allowing employees to plan in a timely fashion. The consequence: tighter workflows and more satisfied employees.



Would you also like to improve the quality of your forecasts? Talk to us!

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Software for data analysis and accurate forecasting

About Blue Yonder

Blue Yonder is a leading provider in the fields of forecasting and data pattern recognition or 'predictive analytics' for short. Thus, valuable insights for company control can be gained from Big Data. Precise trends and developments can be predicted in real time using cloud-based technology. Companies use Blue Yonder solutions to great effect for purchasing, marketing, material planning, sales, and production control.

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