

Press Release

## Blue Yonder Recognized as Finalist for 2018 Microsoft Partner of the Year Awards

**Blue Yonder, 11/06/2018** – Blue Yonder today announced it has been named a finalist in the 2018 Microsoft Partner of the Year Awards Retail category. The company was honored among a global field of top Microsoft partners for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology.

Uwe Weiss, the CEO of Blue Yonder said: “We are delighted that our pioneering work in AI for the Retail industry has been recognised by a leading industry expert such as Microsoft. AI can significantly help the retail industry as it transforms and evolves (as is now vitally needed of the sector) so it can better align to, deliver increased value for and ultimately meet the new and rapidly changing demands of its customers, and we are glad to be at the forefront of this innovation. Working together with Microsoft has always been crucial in delivering transformative solutions for our clients, and we are honored to be recognised for the work we have delivered for our retail clients in the past twelve months.”

This year, Microsoft acknowledged partners in 39 categories celebrating each of the solution areas, industries and many more. The award finalists and winners were selected from more than 2,600 nominations collected from 115 different countries worldwide based on their commitment to customers, their solution’s impact on the market and exemplary use of Microsoft technologies.

“We are honored to recognise Blue Yonder as a Microsoft Country Partner of the Year,” said Gavriella Schuster, corporate vice president, One Commercial Partner, Microsoft Corp. “Blue Yonder has distinguished itself as a top partner, exemplifying the remarkable expertise and innovation we see in our Microsoft partner community to deliver transformative solutions.

The Microsoft Partner of the Year Awards recognize Microsoft partners that have developed and delivered exceptional Microsoft-based solutions during the past year.

Uwe concluded: “Our alignment with Microsoft has been a critical factor in our successful deployment with major retailers across the world. Being named a finalist

in Microsoft's Partner of the Year Awards demonstrates the value and the strength of our collaboration, and we are looking forward to deepen the relationship with continued innovation and collaboration globally to jointly support more retail clients at a time they need us acting together as strong partners with them."

## About Blue Yonder

Blue Yonder enables retailers to take a transformative approach to their core processes, automating complex decisions that deliver higher profits and customer value using artificial intelligence (AI).

With AI embedded into their supply chain and merchandising processes, retailers can respond quicker to changing market conditions and customer dynamics, boosting revenues and increasing margins.

Developed by one of the largest teams of PhD-level data scientists in retail, our solution delivers 600 million decisions daily to international grocery, fashion and general merchandise retailers.

Blue Yonder was founded in 2008 in Karlsruhe, Germany, by former CERN scientist Professor Michael Feindt. The company has been awarded the Experton Big Data Leader Award 2016, the BT Retail Week Technology Award and the IGD Award 2017 for Supply Chain Innovation.

**Blue Yonder provides its solutions through Microsoft Azure.**

Blue Yonder. Best Decisions, Delivered Daily.

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