

Blue Yonder Relies on Microsoft Azure for the Best Retail Decisions

The specialist for artificial intelligence in retail is using Microsoft's global cloud platform to advance its international growth

Blue Yonder, London, 2nd March 2017 – Blue Yonder, the leading provider of machine learning solutions for retail is using Microsoft Azure as its primary cloud and data platform. Blue Yonder delivers daily more than 600 million automated replenishment and pricing decisions to global retailers, helping increase margins and enabling rapid responses to changing market dynamics.

“The fast-growing amount of data from customer transactions and replenishment processes makes it imperative that retailers switch to automated decisions based on data,” says Jan Karstens, CTO of Blue Yonder. “The high expectations of consumers in the face of contemporary cross-channel concepts like Click & Collect, where items are ordered online and picked up in store, can only be met using machine learning.”

Product availability and fresh are key challenges for the grocery retail sector. Fashion, on the other hand, needs flexible pricing strategies that can consider several influencing factors and guarantee that goods are sold by the end of the season. With machine learning algorithms, retailers get precise and reliable demand forecasts delivered every day, for every store and every product. The automated replenishment and pricing decisions can be adjusted to the retailer's business strategy and KPIs. As a machine learning system, it constantly improves and even includes external data, such as the weather or holidays, into its decisions for increased accuracy.

Microsoft Azure offers the availability, performance and security that Blue Yonder needs for international growth. To reach those hundreds of millions of decisions automatically, based on data, Blue Yonder requires not only its powerful algorithms, but also a reliable, performing and secure cloud computing environment. “Microsoft Azure enables retailers to use artificial intelligence not only to optimize existing processes, but also to pioneer new business models that will drive the transformation in their industry,” said Sabine Bendiek, Are Vice President of Microsoft Germany.

Microsoft Azure allows Blue Yonder a high level of scalability, as well as quick and easy integration with retailers' existing tech infrastructure. “We chose one of the leading providers of cloud technologies,” said Jan Karstens, CTO at Blue Yonder. “Microsoft Azure's global availability helps us secure our international growth and make our

machine learning solutions permanently available. Another key factor in this decision is Microsoft's reputation as a globally reliable and respected partner that values data security. This is incredibly important for retailers."

The cloud computing platform is based on Microsoft's Trusted-Cloud principles: security, data privacy, compliance and transparency. Its security is comprised of multi-factor authentication, biometric scans, smart cards, data encryption keys based on SSL/TLS protocols, physical security measures, as well as protections against natural disasters and power outages.

Blue Yonder and Microsoft first began collaborative talks last year. Since their successful conclusion, implementation has begun and Blue Yonder is already migrating its customers onto the Microsoft platform. "The cooperation with Microsoft gives us - above all - the possibility to expand our cloud and machine learning acquisition efforts to an international level," said Jan Karstens.

About Blue Yonder

Blue Yonder is the leading provider of artificial intelligence and machine learning applications for retail. Every day we deliver decisions to our customers that boost revenues, increase margins and enable rapid responses to changing market dynamics. Our demand based predictive merchandising, automated replenishment and price optimization solutions are driven by sophisticated machine learning algorithms, developed by one of the largest teams of PhD-level data scientists in retail. Founded in 2008 in Karlsruhe, Germany, by former CERN scientist Professor Michael Feindt, Blue Yonder now operates in both Europe and the United States. Blue Yonder works with renowned retail brands such as Morrisons, Otto, Kaufland and Natsu. We are backed by leading private equity firm Warburg Pincus and the Otto Group. Blue Yonder has been awarded the Gartner Cool Vendor Award 2015, the Experton Big Data Leader Award 2016 and the BT Retail Week Technology Award, among many others.

Blue Yonder. Best Decisions, Delivered Daily.

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