

CREATING A MORE FORESEEABLE FUTURE



JIM BYRNES
CEO | Blue Ridge



BLUE RIDGE
FOR A MORE FORESEEABLE FUTURE



CITY
Furniture

HIGHLINE
Aftermarket



Regal
WINE IMPORTS



Martignetti
Companies



WELCOME, NEW CUSTOMERS

BLUE RIDGE INTRODUCTION: AGENDA

YESTERDAY

TODAY

TOMORROW

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SINCE WE LAST MET...

In the last 12 months

Moved to **AMAZON** Web Services

Monthly **RELEASE** Cycles

DEVELOPMENT Team & **QA** Investment

Reason for **BEING**

Established Several New **PARTNERSHIPS**



NEW PARTNERS

OPERATIONAL REVIEW

In the last 12 months

40% Annual Recurring Revenue Growth

RECORD New Accounts

98% Retention Rate

35% of Revenue Invested in Product

Blue Ridge is a **LEADER**

In the Gartner Magic Quadrant

- Only technology purpose-built for unique complexities of retail & distribution
- Only Cloud-Native platform
- Fastest moving company in Gartner MQ history

Gartner **RATED #1 IN:**

Customer satisfaction

Customer likelihood to select again

Customer business impact



* This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Blue Ridge.

BLUE RIDGE INTRODUCTION: AGENDA

YESTERDAY

TODAY

TOMORROW



WE HAVE AN IDENTITY PROBLEM



WHAT'S ON EVERYONE'S MIND?

Stock-out
Trend forecasting
Trailer creep
ARR
A's, B's, & C's
Overstock
Understock
WMS
Maximizing my orders
Quantity On Hold
TMS
Ease of use
SCA
Pinwheeling
Pick-and-pass
SaaS
Getting detailed data
Phantom Inventory
Innovative technology

BANT
Stochastic modeling
SCP
Standard deviation
Slap-and-ship
S&OP
Quantity On Hand
Omni-channel retailing
SCM
In-memory computing
JIT
Gartner Magic Quadrant
Distributed computing
Cloud
Big data
EOQ
Saving money
MEIO

Service level
Safety stock
EOS
Quantity On Hand
Omni-channel retailing
SCM
In-memory computing
JIT
Gartner Magic Quadrant
Distributed computing
Availability calculations
DC
Saving time
Causal modeling
AI
Analytics



BLUE RIDGE BUYERS



THE BIG-PICTURE BOSS

CEO, OWNER, BOARD MEMBERS

“It’s a change-or-die world. If you can make us more competitive, I’m all ears.”



THE NUMBERS PERSON

CFO

“Show me the money.”



THE FRONT LINE

PLANNER, ANALYST, REPLENISHERS,
PURCHASERS, MERCHANTS, OPERATIONS
MANAGERS, ETC.

“Stop asking me to do the impossible, and give me the help I need to get this right.”

IT ALL COMES DOWN TO ONE QUESTION....

**“HOW MUCH INVENTORY
WILL WE REALLY NEED AT
ANY GIVEN MOMENT?”**



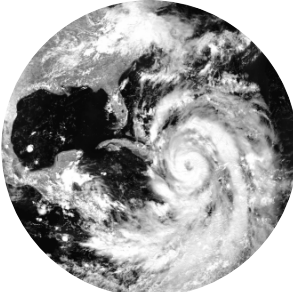
BUT THERE'S A BIGGER QUESTION HERE....

“HOW DO WE COMPETE IN A WORLD OF UNPREDICTABLE CUSTOMER DEMANDS, A CONSTANTLY CHANGING MARKETPLACE, AND WHATEVER AMAZON DOES NEXT?”



NAMING THE VILLAIN...

THE UNEXPECTED



EVERY RETAIL DISTRIBUTORS / WHOLESALERS NIGHTMARE...

**“I NEVER SAW THAT
ONE COMING”**



**In a world where retailers and distributors
are constantly struggling to keep up with
unexpected customer demands...**

**...someone had to find a way to
spot the changes in demand in
time to do something about them.**

**IN OTHER WORDS,
EVERY RETAILER AND
DISTRIBUTOR NEEDS...**



A MORE FORESEEABLE FUTURE





WITH A MORE FORESEEABLE FUTURE, YOU CAN...

- See what your customers are going to do before they do it
- Identify the “why” behind a sudden uptick – or downtick – in demand
- Avoid losing customers to stockouts
- Stay competitive – even in the face of “Amazon effect”
- Reduce inventory and sustain those reductions over time
- Monitor your entire supply chain from a single app
- And more



WHAT DOES IT TAKE TO GET TO A MORE FORESEEABLE FUTURE?

1. MORE CERTAINTY

2. MORE SPEED

3. MORE ASSURANCE



1. MORE CERTAINTY

- PrecisionPlanning™ – Tracking every customer transaction and automatically updating the plan to maximize efficiency and sales
- Built by supply chain expert practitioners specifically for retailers and distributors
- An all-in-one system for unified demand and supply planning, replenishment, inventory optimization and analytics
- Multi-echelon inventory optimization (MEIO) to ensure remarkable first time fill rates
- Cloud-native technology that capitalizes on today's advanced computing power and analytics to cut through the noise
- Real time updates every morning 365 days/year or better



2. MORE SPEED

- Onboarding within as few as 90 days
- See results in weeks or months, not years
- Frequent innovations/upgrades with our Cloud-native model
- Plug-and-play deployment that's configured – not customized – to the business



3. MORE ASSURANCE

- Personalized attention – from discovery to configuration to customer support
- Ongoing analysis and support through LifeLine™
- An active customer community
- 24/7/365 monitor and guidance
- Professional development
- KPI monitoring, root cause analysis and action-ready recommendations



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ADVANCING OUR 3 PILLARS CERTAINTY.SPEED.ASSURANCE

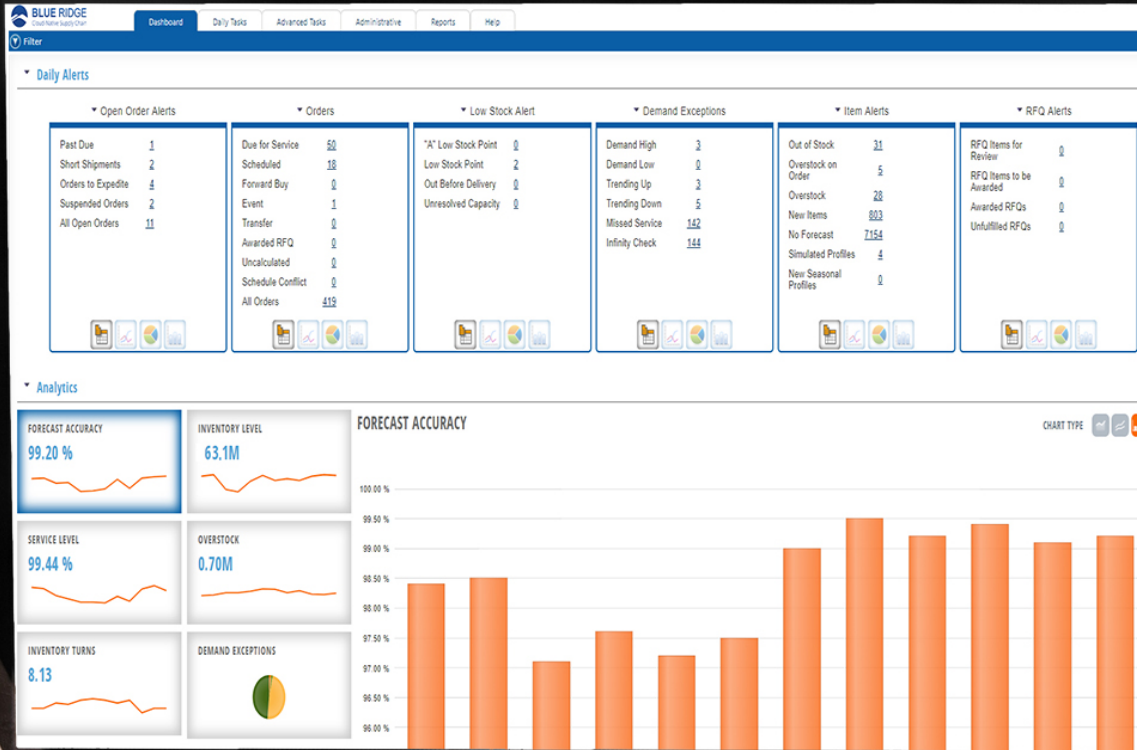
Blue Ridge | For a more foreseeable future

APP SIMPLICITY

Fully-integrated forecasting, planning, optimization and constraint management

Best-practice process support

Ease of use

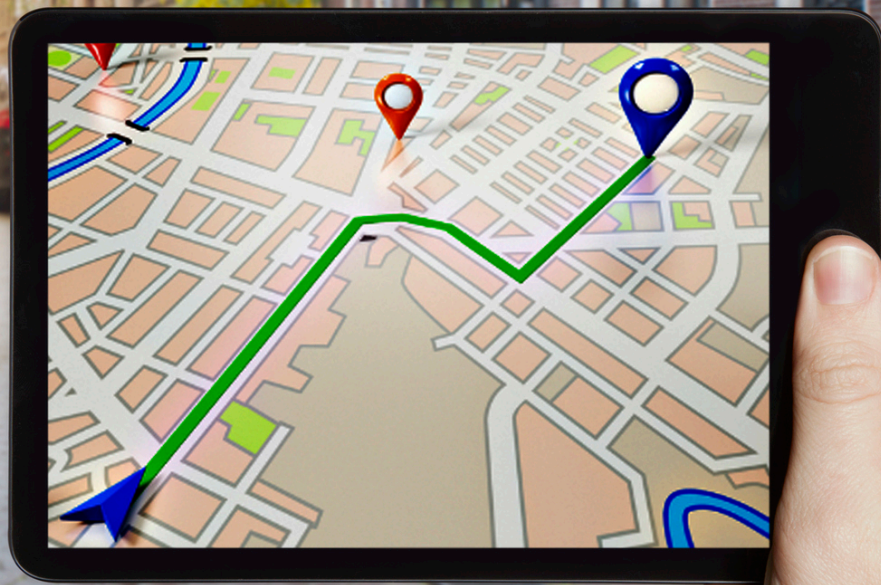




“How do I get there?”

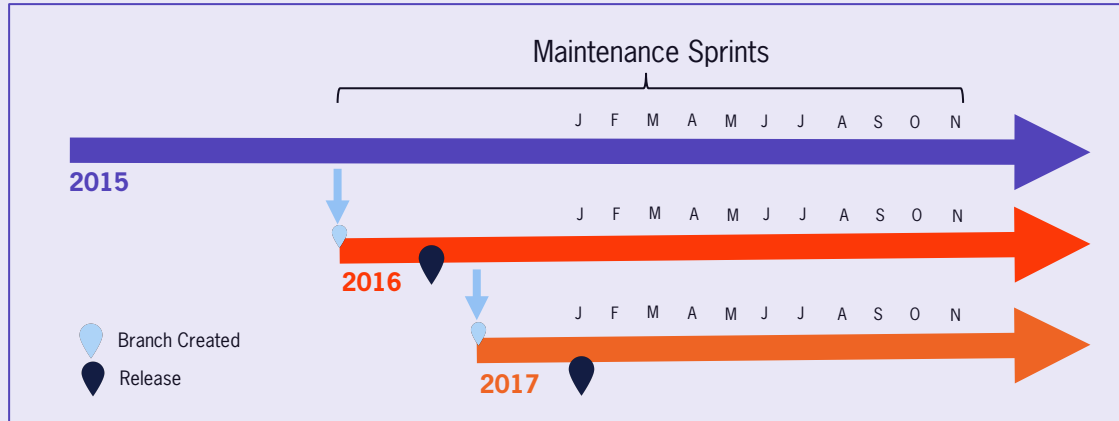
TRADITIONAL PLANNING

“I want to go here”



INTELLIGENT PLANNING

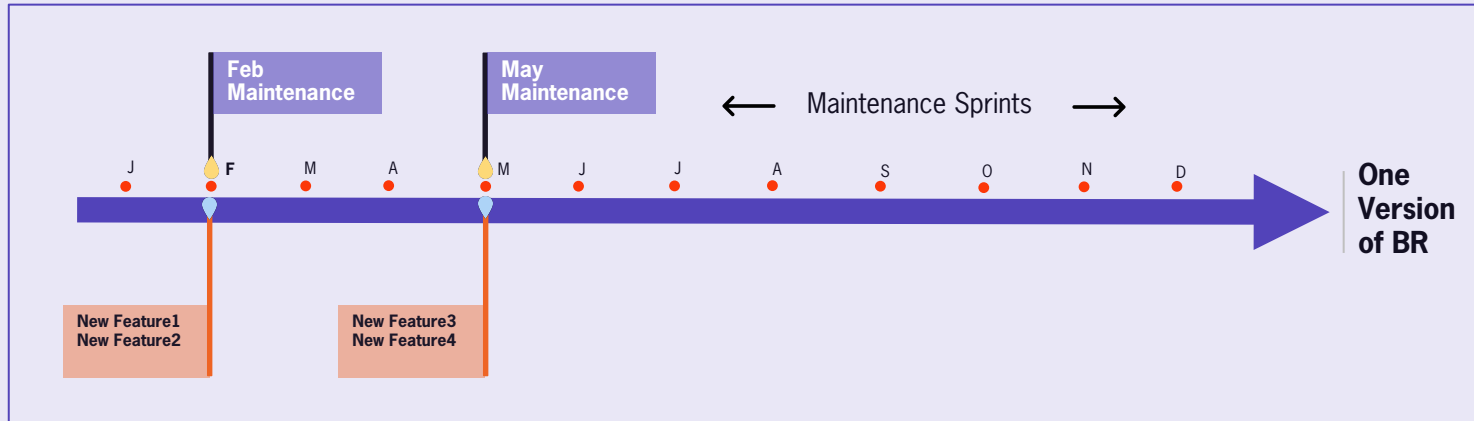
OLD RELEASE PROCESS



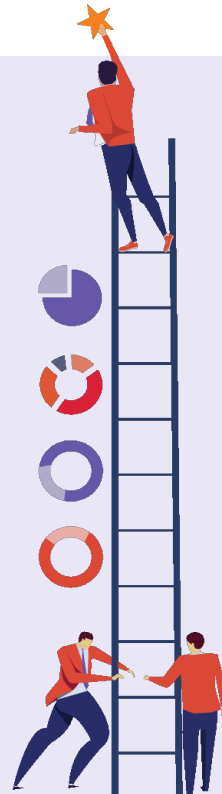
- Typically used in On-Premise model
- Requires 50% additional Development + QA resources
- Upgrade/Roll-out a painful & time-consuming process
- Fraught with Quality issues



NEW RELEASE PROCESS



- 🕒 New requirements released as part of monthly (maintenance) release
- 🕒 Controlled Roll-out of new features
- 🕒 Continuous Release management
- 🕒 Eliminates “upgrades”



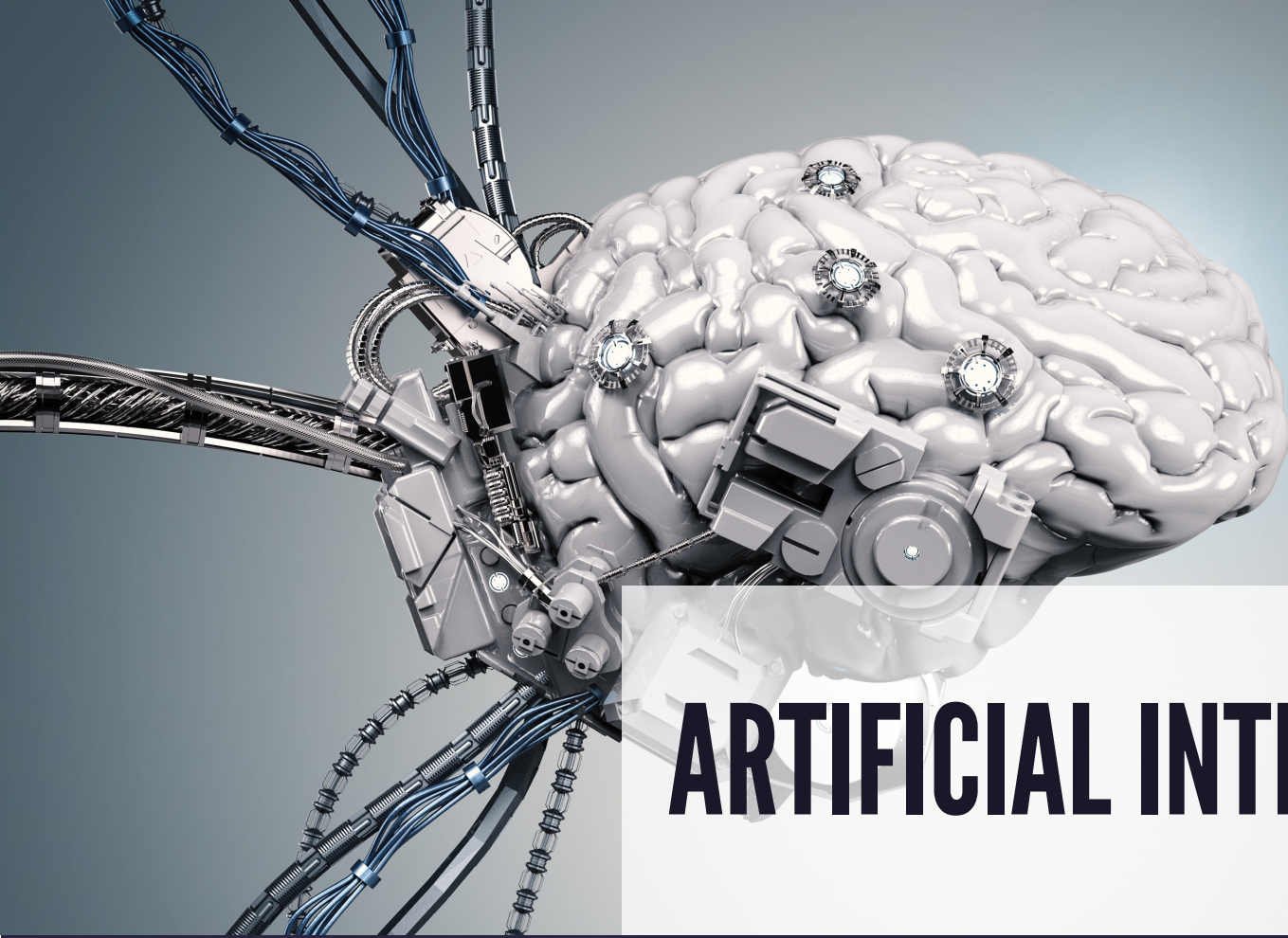


DEMAND CLASSIFICATION & SEASONAL IDENTIFICATION



INTEGRATED BUSINESS PLANNING (IBP)





ARTIFICIAL INTELLIGENCE

NO STOCKOUTS.
NO SURPLUS. NO SURPRISES.

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