



In a nutshell, what is your company all about?

At [Blue Yonder](#) (formerly JDA Software, Inc.), we're helping some of the biggest companies in the world modernize their supply chain, utilizing the Cloud, artificial intelligence, and machine learning. Built to fulfill customer demand with immediacy, personalization, and convenience, our solutions orchestrate and optimize inventory and labor from end-to-end in real-time, while creating amazing customer experiences. Applying over 35 years of domain expertise, contextual intelligence and data science, Blue Yonder is helping more than 3,300 of the world's leading manufacturers, retailers, and logistics companies create more autonomous, sustainable and profitable operations.

What differentiates your company from others in the industry?

Blue Yonder is consistently the only supply chain software provider that is ranked as a leader in all 4 Gartner Magic Quadrants – Supply Chain Planning, Sales & Operations Planning, Warehouse Management and Transportation Management. Blue Yonder is the only provider that offers end-to-end supply chain solutions whereas our competitors do not.

What is your company's most recent accomplishment?

JDA is now Blue Yonder. It's not just a new name; it's a new vision for seamless commerce delivered at the speed and power of now. We're empowering people and organizations to fulfill their potential and deliver friction-free commerce.

What is the biggest challenge your company faces in the industry?

Helping our clients to meet the current challenges of the Covid-19 crisis with planning, scheduling, warehousing, etc. We have special teams working with clients to ensure the continuity and preservation of their business.

How does your company approach recruiting and retaining talent? What challenges do you face?

Blue Yonder is recognized as one of Glassdoor's Best Places to Work! Our culture is built on collaboration, respect and having fun whenever possible. Our #SonoranSpirit enables us to learn, grow, create customer value, and manage the well-being of our collective ecosystem of partners, customers, and associates alike.

Why is your company a CSCMP Corporate Member?

We have a long-standing relationship with CSCMP and participate in regional events as well as the annual EDGE conference. The contacts and contents are at a premium and we greatly benefit from the relationship and the CSCMP team.

How is Blue Yonder helping to mitigate the impact of COVID-19 on Supply Chains?

Our data science team is building real-time capabilities on [Luminate](#), our machine learning portfolio, in partnership with select customers. We are taking feeds from the Centers for Disease Control and Prevention of the growing virus impact by region and mapping manufacturing, logistics, and retail sites to model responses. Our data science is available to understand and engage on your requirements to assist in any way we can. You can read more about this in our [blog](#).