

BLUE YONDER CATEGORY MANAGEMENT: PLAN SMARTER, SELL BETTER

You deserve a Blue Yonder Category Management journey that's **Simple, Smart, Reliable.**

■ PAIN POINTS BY PROCESS

Manual, intuition-based assortments limit localization and responsiveness

Time-consuming planogram creation delays updates and customization

Disconnected layout decisions lead to poor alignment across store strategy

Fragmented reporting and lagging insights slow decision-making

■ WITH SOFTTEK + BLUE YONDER

AI-driven, localized assortments tailor offerings by store or cluster using real customer insights

Automated, performance-based planograms reflect shopper behavior, sales data, and space constraints

Centralized floor planning links layouts to assortment and planogram strategies for unified execution

Real-time analytics and scenario modeling drive continuous category and space optimization

25+ YEARS OF PARTNERSHIP WITH BLUE YONDER

Driving results through deep product knowledge and global execution across:

- Consulting & roadmap
- Implementation, migration, integration
- Solution management & support
- Hosting & licensing
- Education

Category Management overview

Turn insights into action with AI-driven planning—enhancing assortments, optimizing store layouts, and enabling real-time collaboration between retailers and suppliers.

SOLUTION DETAILS



Assortment Optimization: Use AI and shopper insights to design localized, data-driven assortments tailored to store clusters and customer preferences.



Planogram Generator (Space Planning): Automatically generate performance-based shelf layouts that align with merchandising strategy and sales goals.

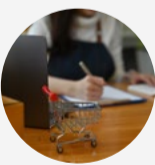


Floor Planning: Design and manage store layouts that connect seamlessly with assortment and planogram strategies for cohesive in-store execution

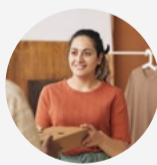


Performance & Analytics: Track and analyze space, assortment, and category performance in real time to drive continuous improvement.

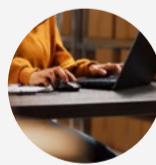
MOVING THE NEEDLES THAT MATTER



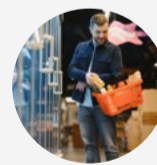
Increase sales by up to 5%



Improve efficiency by up to 50%



Reduce inventory levels by up to 15%



Boost profitability by up to 20%

■ RECENT PROJECTS



Leading Mexican retailer

Implementing scalable category management across diverse store formats.

Have a question? Connect with our BY team on LinkedIn and get the guidance you need— fast.



Anna Coca



Francisco Martínez



Igor Alvarez Cañón

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.