

PRODUCT OVERVIEW



BlueCherry[®] AI Planning

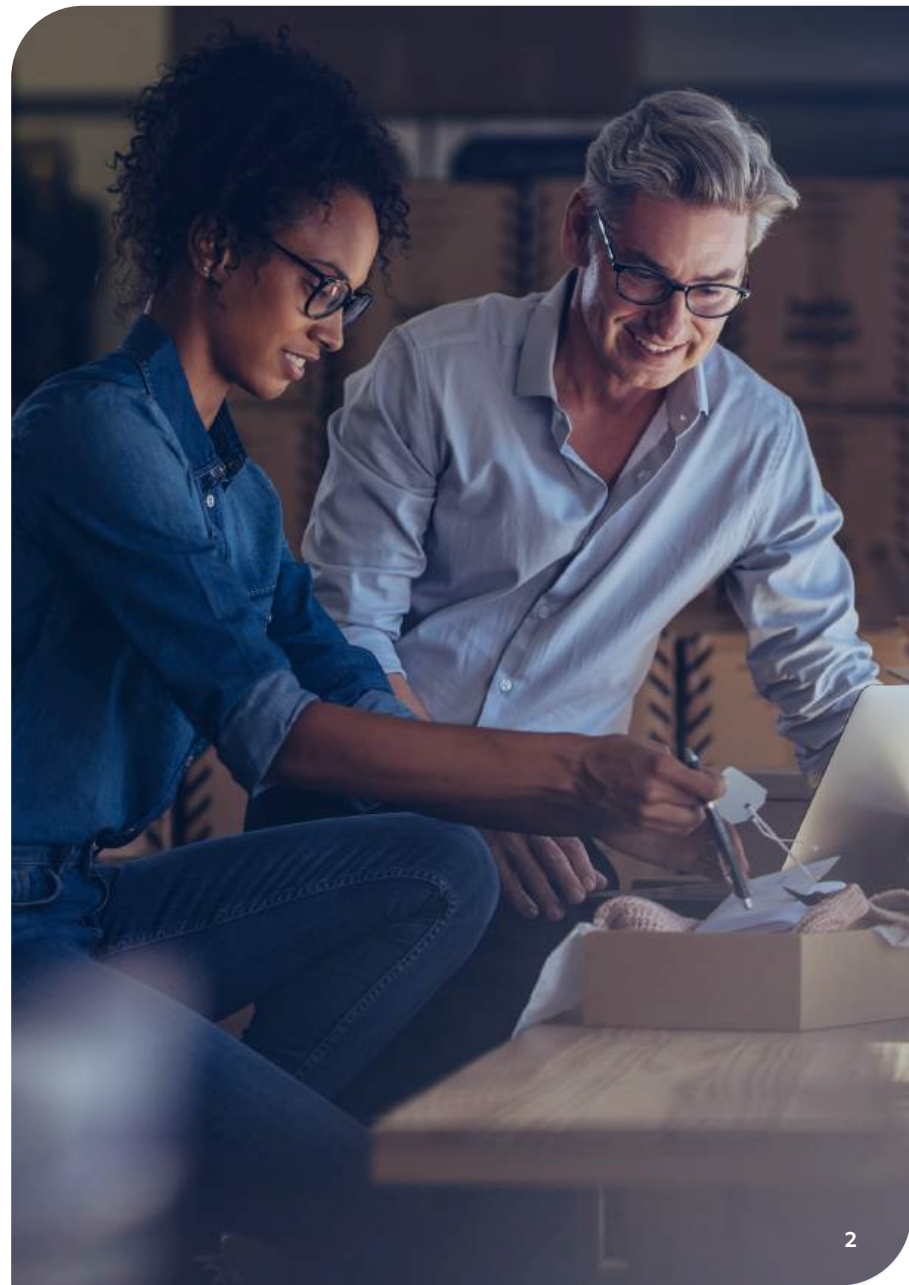
AI-native demand planning for fashion and apparel
Smarter forecasts. Faster decisions. Lower inventory risk.

PRODUCT OVERVIEW

BlueCherry AI Planning is an AI-native, SaaS-based demand forecasting and planning solution built specifically for fashion, apparel, and lifestyle brands.

Designed for the unique complexity of fashion, such as short product lifecycles, seasonal volatility, and SKU proliferation, it enables planning teams to move from spreadsheet-driven, reactive processes to predictive, AI-driven decision-making.

By combining machine learning, external demand signals, and collaborative workflows, BlueCherry AI Planning improves forecast accuracy, reduces inventory risk, and accelerates planning cycles.



The fashion planning challenge

Fashion planning is fundamentally different:

- Short product lifecycles and seasonal demand volatility
- Thousands of SKUs across style, color, and size
- Promotions, trends, and external factors driving demand shifts
- Disconnected planning across merchandising, finance, and supply chain
- Heavy reliance on spreadsheets and static models

The result:

- Forecast errors
- Excess inventory and markdowns
- Missed revenue opportunities



Why BlueCherry AI Planning?

AI-native demand forecasting:

- Automatically selects best-fit models per SKU (20+ algorithms)
- Learns seasonality, lifecycle curves, and demand patterns
- Incorporates external signals (weather, trends, macro factors)
- Continuously improves through machine learning

Fashion-specific planning intelligence for:

- Style-color-size hierarchies
- Seasonal collections and capsule drops
- New product introductions (no history)
- Wholesale + DTC channel complexity

Scenario-based collaborative planning

- Align merchandising, sales, finance, and supply chain
- Model scenarios (promotions, disruptions, demand shifts)
- Enable consensus planning across teams

Continuous planning in 3 steps

1. Connect your ERP, POS, PLM, and external data
2. Forecast: AI analyzes demand patterns + signals
3. Plan: Teams collaborate on a unified plan



Business impact

Accuracy & performance

- 15–20% improvement in forecast accuracy
- Up to 30% improvement in inventory turns
- 20–40% reduction in excess inventory

Speed & agility

- Planning cycles reduced by up to 50%
- Faster response to demand shifts
- Improved in-season decision-making

Financial outcomes

- Reduced markdown exposure
- Improved margin and inventory productivity
- Better working capital utilization

Only BlueCherry AI Planning

- AI-native (not retrofitted analytics)
- Purpose-built for fashion complexity
- No data science team required
- Planner-friendly, spreadsheet-like UX
- Enterprise outcomes at mid-market economics



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Deployment & time to value

- Pure SaaS – no infrastructure required
- Go live in under 6 weeks
- Fixed implementation scope
- Evergreen upgrades (no migration projects)
- Minimal IT dependency

Role in the BlueCherry Platform

BlueCherry AI Planning is fully integrated into the AI-Powered Fashion Intelligence Platform, connecting: PLM, ERP, SFC, OMS, BI, and AI.

This enables: continuous, connected planning across the entire supply chain.

Customer impact

- Planning cycles reduced from weeks to minutes
- Improved inventory turns and margin performance

BlueCherry AI Planning transforms demand planning from a reactive, manual process into a predictive, AI-driven capability, enabling fashion brands to:

- Plan smarter
- Respond faster
- Reduce risk
- Drive profitable growth





The right fit