

MARKET OVERVIEW

Powering Fashion's Always-On Supply Chain

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Fashion brands face unprecedented pressures: compliance demands, omnichannel growth, AI adoption, and rising costs. Most vendors offer partial solutions. Only BlueCherry delivers a fashion-first, unified platform that connects PLM, ERP, Shop Floor, WMS, Quality, and ESG in one continuous digital thread. With AI-augmentation embedded throughout, BlueCherry helps brands predict demand, optimize operations, and automate compliance – creating a truly future-ready foundation.



BlueCherry's key benefits:

- **Faster to market:** Launch new products weeks faster with unified digital visibility and intelligence.
- **Lower costs:** 15–20% lower inventory costs; 20–30% fewer PO errors.
- **Compliance confidence:** Built-in ESG, UFLPA compliance, and Digital Product Passport support.
- **Unified platform:** One partner, one data model, less integration risk.
- **AI everywhere:** Smarter forecasting, automated workflows, and predictive insights across all modules.
- **Fashion-first expertise:** Over 40 years serving apparel, footwear, lifestyle, and home goods.

Why now?

- Fashion brands lose up to 20% in margin due to inefficiencies.
- Compliance reporting is now a top digital transformation driver.
- Legacy systems delay launches by 4–6 weeks.



BlueCherry's complete suite vs. the alternatives

Selecting the right partner is critical in fashion technology. Only BlueCherry offers a complete end-to-end suite: PLM, ERP, SFC, WMS, ESG, BI, all with an AI-augmented fashion-first approach that has

proven ROI. Here's an at-a-glance view of how BlueCherry stands apart by addressing what other vendors miss.

Vendor	Focus	Typical fit	Gaps vs. BlueCherry
Aptean	ERP for SMB/mid-market.	SMB apparel/footwear with basic ERP needs.	Not enterprise-ready; limited modules (no ESG, QA).
BlueKactus	PLM + sourcing/manufacturing focus.	Manufacturers/sourcing offices in Asia.	No ERP, weak compliance/ESG, mid-market only.
Blue Yonder	Planning/forecasting with AI.	Enterprises focused only on planning.	No ERP/PLM, execution blind spots, multi-vendor reliance.
Centric	PLM innovation and visual design tools.	Brands buying best-of-breed PLM only.	No ERP, WMS, QA; integration burden; compliance gaps.
Infor	ERP-centric with WMS and BI modules.	Large enterprises prioritizing ERP scale.	Limited PLM, long deployments, high TCO, integration heavy.
SAP	Enterprise ERP breadth.	Global mega-brands valuing brand recognition.	Expensive, rigid, slow to implement, poor agility.
WFX	Cloud-native PLM + ERP for SMBs.	Small/mid brands seeking affordable cloud PLM/ERP.	Shallow ERP depth, limited ESG, mid-market only.

BlueCherry's AI advantage:

BlueCherry's AI-augmentation isn't bolted on – it's built-in:

- **PLM** – AI for design validation, material optimization, line planning.
- **ERP** – Predictive demand forecasting and anomaly detection.
- **Shop Floor** – AI monitors production, predicts delays, and flags quality issues.
- **WMS** – Smart slotting, picking, and labor optimization.
- **QA & SQC** – Machine learning-driven defect trend detection and root-cause analysis.
- **ESG** – Automated compliance reporting and predictive risk alerts.

The results: Always-on modernization with AI as your co-pilot – making every decision faster, smarter, and more profitable.



Partner vs. vendor

Choosing BlueCherry means choosing a partner, not just a technology vendor.

Vendors deliver software. Partners deliver outcomes. At BlueCherry, partnership means:

- **Fashion-first expertise** – Our solutions are designed by experts who understand the complexity of apparel, footwear, uniforms, and lifestyle supply chains.
- **Shared success** – We work alongside your teams to identify challenges, align with your goals, and drive measurable ROI.
- **Guidance through change** – From compliance mandates like ESG and DPP to the integration of AI, BlueCherry equips you to adapt with confidence.
- **End-to-end support** – Beyond implementation, we provide training, managed services, and ongoing innovation to help you grow.

BlueCherry isn't another vendor dropping technology into your business. We're a committed partner who ensures your supply chain not only works but works better every year.

Business transformation on tour terms

Digital transformation doesn't have to be all at once. BlueCherry's AI-augmented suite lets you tackle today's challenges, whether that be compliance, inventory, or production, while building towards a fully connected digital supply chain. Start where your needs are most urgent, scale to where you want to grow.

Understanding the market is the first step. Choosing the right partner is next.

Explore how BlueCherry can support your business. For more information, visit bluecherry.com or contact us at bluecherry@cgsinc.com.



The right fit