

MARKET OVERVIEW

BlueCherry® AI Strategy

Powering Fashion's Always-On, AI-Augmented Supply Chain.

MARKET OVERVIEW

Our North Star

Our vision is to deliver a predictive, autonomous, and sustainable fashion supply chain where every decision – from initial design to final delivery – is faster, smarter, and more cost-effective.

BlueCherry's AI strategy goes beyond automation. It is about augmenting human expertise with intelligence to help brands anticipate demand, respond to disruptions, and optimize every step of the value chain.

Built on a modular, scalable, and fashion-first foundation, our approach reduces manual errors, lowers costs, and safeguards revenue. At the same time, it equips businesses to comply with evolving regulations and embrace sustainability with confidence.



BlueCherry's strategic approach

BlueCherry empowers brands to embed AI at every supply chain stage—driving efficiency, reducing errors, and supporting smarter compliance, sustainability, and profitability from PLM to ERP and beyond.

We focus on rapid results and long-term innovation. Customers see immediate gains while we pave the way for future-ready capabilities such as generative design and digital twins.

- We've embedded AI into every application in the BlueCherry suite (PLM, ERP, Shop Floor Control, WMS, ESG, BI).
- We help you focus on efficiency gains first, then progress to autonomous decision-making.
- Our AI capabilities support your compliance, sustainability, and profitability.
- Our experts will blueprint delivery of quick wins (e.g., faster reporting, fewer errors) and help you future-proof innovation (e.g., digital twins, generative design).



The four phases of AI at BlueCherry

1. **Smart start – AI as an efficiency driver**
 - Forecasting & demand insights
 - AI-powered design validation in PLM
 - Automated ESG reporting workflows
2. **Smarter systems – Embedded AI co-pilots**
 - Natural language AI Copilot for queries
 - Smart supplier matching (compliance, cost, sustainability)
 - AI-driven production risk detection
3. **Self-sufficient – Autonomous actions**
 - Autonomous order routing across warehouses & factories
 - Predictive compliance monitoring (ESG, DPP)
 - Continuous margin optimization via AI scenario modeling
4. **Seamless scale – Next-gen AI innovation**
 - Generative product design aligned with market data
 - Digital twin of the supply chain for simulations
 - Autonomous shop floor adjustments in real time



Applications already in motion

- **AI Planning – forecasting & demand insights:** Helping brands reduce stockouts and excess inventory.
- **Automated ESG reporting:** Simplifying compliance with EU DPP and global regulations.
- **AI Copilot in PLM & ERP:** Early pilots allow teams to ask natural language questions across product and supply chain data.
- **Production risk detection:** AI models flag potential sourcing or shop floor issues before they impact delivery.

Why it matters

BlueCherry AI is not a bolt-on. It's woven directly into the digital thread – ensuring faster insights, lower costs, and reduced risk for fashion brands navigating today's market pressures. Contact BlueCherry and we'll show you how to modernize your supply chain with AI modularly or as a full business transformation project.

Visit **bluecherry.com** or email bluecherry@cgsinc.com to take your AI journey to the next level.



The right fit