Groomed for Success: Petco Increases Revenues with Blue Yonder

Result

- Greater than 5% gains in ecommerce revenues and new customers

- From inception to full deployment across 1,500 stores in four months

- Single to double-digit millisecond response times for all inventory and fulfillment queries

Unleashing 5% growth in online sales

"With Blue Yonder's inventory availability and omni-channel fulfillment microservices, Petco is able to provide customers with the option to view available inventory online, purchase products from nearby stores and pick them up that same day. Having a 'single source of truth' for our shoppers quickly drove a greater than 5% increase in online revenue and the number of net new customers." — **John Zavada, Chief Information Officer**

Challenges

- Headquartered in San Diego, California, Petco is the largest U.S. retailer of pet products and services, with 1,500 locations.

- In response to emerging customer commerce needs, Petco decided to create and deploy a buy online pick up in-store (BOPOS) capability in an accelerated timeframe.

- The requirements of the project included providing accurate and reliable inventory availability levels to both online and in-store consumers. Petco chose the inventory availability and omni-channel fulfillment capabilities from Blue Yonder.

A 4-month implementation delivers rapid returns

"While projects of this scale are typically extremely complex, taking six months or more to deploy, with Petco's leadership and Blue Yonder's expertise, the BOPIS project was able to be fully deployed across all 1500 retail locations in less than four months."

A solid foundation for omni-channel growth

"Petco's technical architecture was composed of multiple disparate platforms, prohibiting the ability to achieve a single view of inventory and enable the new BOPIS capability at the scale and performance level required for the emerging needs of Petco.com. Today, Blue Yonder complements Petco's existing technology ecosystem and provides a consolidated, scalable and high-performing microservices foundation on which future omnichannel initiatives can be built."

Purchasing flexibility encourages consumer sales

"With Blue Yonder's inventory availability and omni-channel fulfillment capabilities, Petco is able to provide consumers with a real-time perspective on available inventory and their buying options right now. The solution creates an urgency to purchase by powering features such as buy online pick up in-store, view in-store and ship from store."

Solution benefits

- Blue Yonder's inventory availability and omni-channel fulfillment capabilities unify Petco's inventory, fulfillment and customer location data in a single platform to create customer-centric, personalized digital commerce. The results include higher conversion rates, reduced levels of abandonment and increased shopper satisfaction.

- The Luminate platform modernizes traditional technical architectures by leveraging microservices, data science, open application programming interfaces (APIs), and out-of-the-box adapters for order-management and inventory systems.

- The solution is capable of operating at true internet scale. It supports thousands of transactions per second, with single to double-digit millisecond response times for all inventory and fulfillment-related queries.

Blue Yonder's expertise

"At Petco, we are committed to the highest levels of customer convenience, whether online or in-store, and our BOPIS project was a prime example. We knew we needed to deliver fast and sought a partner that had deep expertise and product offerings in this space. We could not have done it without Blue Yonder's technology and team."

— **Chief Information Officer**

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