

Business Reporter: Connected data is becoming the foundation of resilient supply chains

Blue Yonder research shows why replacing fragmented systems with a unified platform is essential for faster, smarter decision-making

LONDON, UNITED KINGDOM, September 2, 2026 /EINPresswire.com/ -- In an [article](#) published on Business Reporter, Ann Marie Jonkman, Vice President, Product & Services – Marketing at Blue Yonder explains why supply chains need a connected and unified data model that links planning, execution and collaboration if they are to respond quickly to the increasing frequency and complexity of disruption. Legacy supply chain systems were designed to do one thing well, whether demand planning, transportation management or warehouse management. But operating in isolation creates fragmented data and slow, laborious decision-making, making it harder for businesses to anticipate demand shifts, respond to disruptions and understand the impact of decisions across the wider supply chain. The findings of Blue Yonder's annual Supply Chain Compass report highlight the scale of the challenge. Based on research among 678 senior supply chain professionals, 34 per cent of leaders do not believe their supply chains are ready for the future and 82 per cent agree that outdated technology will hold back supply chain performance.

A comprehensive platform built on a common data foundation can connect planning and execution, allowing information to flow across the supply chain in real time and giving decision-makers greater end-to-end visibility. Agentic AI and cognitive solutions can then be layered onto this foundation, enabling AI agents to work across every tier, deliver real-time updates and disruption alerts and trade-off analysis. The cost of delay is growing as complexity and technical debt increase. Progressive leaders are building connectivity first, targeting areas of greatest friction and treating transformation as an organisational priority rather than simply a technology project.

To learn more about the findings of Blue Yonder's report, [click here](#).

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About Blue Yonder

Blue Yonder is the AI company for supply chain. As the world leader in end-to-end digital supply chain transformation, Blue Yonder offers a unified, AI-driven platform and multi-tier network that empowers businesses to operate sustainably, scale profitably, and delight their customers—all at machine speed. A pioneer in applying AI solutions to the most complicated supply chain challenges, Blue Yonder's modern innovations and unmatched industry expertise help more than 3,000 retailers, manufacturers, and logistics service providers confidently navigate supply chain complexity and disruption.

<https://blueyonder.com/>

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