**Blue Yonder Closes Doddle Acquisition, Redefining Profitable and Sustainable Reverse Logistics and Returns Management**

*Blue Yonder’s now-expanded solutions ecosystem will unlock significant growth potential for retailers and logistics providers while fostering revolutionary consumer experiences*

**SCOTTSDALE, Ariz. – Nov. 13, 2023 –** [Blue Yonder](http://www.blueyonder.com/), a leading supply chain solutions provider, today announced the closing of its acquisition of Doddle, a leading technology business focused on making the first and last mile more seamless, sustainable and profitable. With this acquisition, Blue Yonder offers a more comprehensive logistics suite designed to build more sustainable and profitable end-to-end supply chains.

“Doddle's differentiated solution to logistics and reverse logistics challenges is the perfect complement to Blue Yonder’s existing suite of services,” said Duncan Angove, CEO at Blue Yonder. “With our expanded offerings, including Doddle’s self-service kiosks and pick-up, drop-off (PUDO) networks, we are able to offer retailers and logistics providers enhanced growth potential and superior experiences for their own customers.”

Doddle powers more than 900 merchant sites worldwide. The company works with retail and logistics customers to optimize and simplify their first and last mile — an ever-present challenge given the abundance of consumer returns.

Doddle’s one-of-a-kind logistics management offerings will be integrated into Blue Yonder’s already robust suite of commerce and returns capabilities, which includes warehouse management, transportation management, order management, and more. For countless retail and logistics businesses, first- and last-mile management has been historically challenging to optimize. Doddle’s technology, nested within Blue Yonder’s leading supply chain management platform, addresses this challenge head-on.

“Historically, logistics has been relatively complicated and expensive as a category,” said Jordan K. Speer, research director, IDC. “Doddle’s offerings simplify logistics processes for all parties, including consumers, retailers, and carriers – especially in the reverse logistics space. With both physical self-service kiosks and digital pick-up-drop-off networks, Doddle not only creates efficiencies but also bridges the gap that often exists between consumers and retailers or logistics providers. Blue Yonder’s addition of Doddle extends their platform deeper into the last mile and introduces new opportunities to harness data that can improve the end-to-end product lifecycle and the supply chains that carry it from start to finish.”

The Doddle acquisition was accomplished by Blue Yonder’s purchase of the business and assets of Doddle Parcel Services Limited and the shares of its subsidiaries.

Blue Yonder's chief priority will be to ensure customers of both organizations receive the maximum value of this comprehensive offering. Doddle’s technology will be available to Blue Yonder customers as a microservice offering immediately. Learn more [blueyonder.com](http://www.blueyonder.com).

**Additional Resources**

* Read the Nucleus Research report [“Blue Yonder Acquires Reverse Logistics Specialist Doddle”](https://blueyonder.com/knowledge-center/collateral/blue-yonder-acquires-reverse-logistics-specialist-doddle)

**About Blue Yonder**

Blue Yonder is the world leader in digital supply chain transformations and omni-channel commerce fulfillment. Our end-to-end, cognitive business platform enables retailers, manufacturers and logistics providers to best fulfill customer demand from planning through delivery. With Blue Yonder, you'll unify your data, supply chain and retail commerce operations to unlock new business opportunities and drive automation, control and orchestration to enable more profitable, sustainable business decisions. Blue Yonder - **Fulfill your Potential™**  [blueyonder.com](http://www.BlueYonder.com)

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