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## SUPPLY CHAIN FORECAST ERRORS AVOIDED BY ALIGNING INVENTORY WITH REAL-TIME DEMAND

**Cupertino, CA – February 27, 2015** – Increased adoption of automation will help manufacturers create new revenue streams and lower costs. Real-time demand fulfillment will require tight integration of supply chain, production, logistics, and marketing. The ability to sense demand in real-time and respond by changing prices or promotions through the utilization of segmented logistics, inventory, and performance capacities, will allow for the optimization of integrated responses. While re-shoring will continue but supply chains will remain global, large and complex. Forecast Errors newsletter is reporting weekly how these trends are changing the growth of various inventory automation efficiencies.

Forecast Errors, a weekly e-newsletter, sponsored by Ultriva, Inc. shares methods, modes, and tools used to inform Manufacturers' of Forecast Errors that they face on the manufacturing floor, and with a variety of supply chain industries. The newsletter explores forecast errors as the difference between the actual and predicted value. In the current issue, Forecast Errors argued that what separates best-in-class companies from those that struggle with accuracy is how they root out (and learn from) forecasting errors.

A forecast error is the difference between the actual and predicted value. The consequences are expensive inefficiencies that can be resolved with lean manufacturing technology.

To subscribe to Forecast Errors, go to: <http://info.ultriva.com/newsletter>

### **About Ultriva**

Ultriva's ([www.ultriva.com](http://www.ultriva.com)) cloud-based platform leverages seamlessly integrates with leading ERP and MRP systems, to deliver an end to end pull based replenishment solution. Ultriva, based in Cupertino, CA, implements a global demand driven manufacturing model by providing full visibility, scheduling, and sequencing of production of customer orders. Ultriva was named one of the Great Supply Chain Projects of 2014 by Supply & Demand Chain Executive magazine and recently named one of 50 Best Supply Chain Blogs of 2014 by SupplyChainOpz. The company's global footprint is increasing rapidly with implementations in wide variety of industry sectors and enterprises such as Magellan Aerospace, CareFusion, Emerson, Ingersoll Rand, McKesson, Triumph Group, Regal Beloit, Thermo Fisher, and more. Follow Ultriva on Twitter at @Ultriva.

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