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## **ULTRIVA FOUNDER NARAYAN LAKSHAM INSISTS FORECAST ERRORS AVOIDED BY ALIGNING INVENTORY**

**Cupertino, CA – March 5, 2015** – Ultriva founder, Narayan Laksham recently shared, “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.”

Re-shoring will continue but supply chains will remain global, large and complex: Re-shoring will remain a focus as manufacturers search for efficiencies and innovation, but supply chains will still be complicated, requiring increased visibility provided by the industrial IoT.

Forecast Errors, a weekly e-newsletter, sponsored by Ultriva, Inc. shares methods, modes, and tools used to inform manufacturers of forecast errors faced on the manufacturing floor, 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 reviewed what separates best-in-class companies from those firms which struggle with accuracy.

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### **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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