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## GLOBAL MANUFACTURERS ADDRESS SUPPLY CHAIN KNOWLEDGE GAPS WITH REAL-TIME VISIBILITY

**Cupertino, CA – March 9, 2015** – Forecast Errors, a weekly e-newsletter, sponsored by Ultriva, reported that the world's largest chemical company, BASF faces some unique challenges when it comes to keeping its supply chain managers and employees around the globe well informed and up to speed with the latest knowledge and information. "As the company has expanded, that proposition has become exponentially more difficult," says Dirk Hopmann, BASF's vice president of supply chain strategy. Establishing common supply chain nomenclature across BASF's operations, for example, and particularly in light of the firm's many recent acquisitions of other entities, has been especially challenging. To address that situation, the global manufacturer puts its new and existing employees through APICS' certification process, starting with BASF's supply chain managers.

Forecast Errors 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.

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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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