

## ULTRIVA SHARES STRATEGIC INSIGHTS REGARDING THE DEMAND-DRIVEN MANUFACTURING FEATURING RESEARCH FROM GARTNER

**Cupertino, CA – March 18, 2015** – Ultriva, Inc., who has the largest installed base of electronic Kanban systems in the world, announced that their industry brief entitled, “Shift to a Demand-Driven Manufacturing Model” is now available for download from their website. This industry brief contains exclusive research content from Gartner “Key Benefits That Form the Business Case for Pull Replenishment in Consumer Products”, authored by Gartner Analyst Jan Kohler, published October 24, 2014.

According to the research from Gartner, “At the supply chain leadership level in consumer products, there is growing interest in understanding the business opportunity of aligning downstream consumption data with near-term supply replenishment.” This research reveals, “while consumer products (CP) companies continue to face demand volatility and expanding portfolios, they strive to reduce inventory and still achieve high service levels. With high forecast error, they are struggling to reach and sustain these objectives.”



The industry brief contains a case study that highlights how Consumer Packaged Goods (CPG) companies can improve their service levels dramatically using this model. Narayan Laksham, Ultriva founder and CEO, explained that while the case study is about a Consumer Packaged Goods Manufacturer, “Our experience is telling us that these benefits will resonate well with other industrial segments as well.”

Request the complete newsletter through Ultriva’s website: <http://www.ultriva.com/demand-driven-manufacturing-newsletter-vol-2>

### 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.

### [Ultriva, Inc.](#)

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