



MANUFACTURERS MAY NOT BE LAGGING TECHNOLOGY ADOPTERS REPORTS ULTRIVA

Cupertino, CA – April 3, 2015 – Manufacturing is traditionally perceived as an industry that lags behind in technology adoption. According to Ultriva this may not be true. Forecast Errors, a weekly e-newsletter, shares methods, modes, and tools used in a variety of supply chain industries and recently reported that a new study by Softchoice found that manufacturing actually leads all other industries in cloud app adoption (think Google Docs, Box, Salesforce, etc.). The reshoring movement, which has forced manufacturers to rethink their operations and supply chain efficiency, has been a major contributor to the industry's leading position in cloud application adoption.

Ultriva suggests that the cost of poor inventory planning, allocation of time, finances, and labor is causing manufacturers to proactively seek technology solutions that allow for real-time supply chain visibility.

The newsletter explores forecast errors as the difference between the actual and predicted value. 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) 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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