
ULTRIVA URGES REAL-TIME SUPPLY CHAIN VISIBILITY SINCE FORECAST ERRORS REMAIN RAMPANT

Cupertino, CA – April 22, 2015 – There is a new series of workshops and training methods utilizing the business processes and techniques found in collaborative planning, forecasting & replenishment. Ultriva urged that despite these new training workshops forecast errors remain unacceptably high and that only with real-time supply chain visibility can these forecast errors be significantly reduced.

While presenters discuss how to effectively collaborate with trading partners to deliver greater efficiency across the supply chain and better customer service, forecast errors are still rampant. Connecting with trading partners to deliver a seamless omni-channel customer experience and developing and deploying key performance indicators (KPIs) to move target actions and desired behaviors to achieve objectives does not necessarily leverage best-in-class industry initiatives such as integrated business planning, predictive analytics, supply chain visibility, and demand signals.

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.

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.

Ultriva, Inc.

1601 S. De Anza Blvd., #165
Cupertino, CA 95014
Tel: (408) 248-9803

--- End ---