



Ultriva E2E Pull Provides Full Visibility of Production Featured in Industrial Engineer

Ultriva featured in February issue of Industrial Engineer. The article on supply chain visibility is titled, "Pulling the Market in 2014"

CUPERTINO, CALIFORNIA, UNITED STATES, February 4, 2013 /EINPresswire.com/ -- [Ultriva](#) was featured in the current issue of Industrial Engineer. The article, titled, "Pulling the Market in 2014," was authored by industrial journalist, Thomas R. Cutler. According to Cutler, the primary goal of the E2E Pull process is to schedule manufacturing production based on customer demand instead of forecasts. Simultaneously, the speed at which manufacturing facilities deplete raw materials and components drives replenishment to the upstream supply chain; also known as consumption-driven replenishment.

Narayan Laksham, CEO of Ultriva, said the industrial engineering concept of end-to-end (E2E) pull provides full visibility, scheduling and sequencing of the production of customer orders. The Cupertino, California-based company recently implemented such a demand-driven manufacturing model.

"The need for a collaborative transactional portal is essential, particularly for large multinational manufacturers," Laksham said, "Active collaboration with customers allows industrial engineers to align actual demand and synchronize with suppliers for replenishment. E2E pull offers a better solution to balancing supply with customer demand through procurement strategies, materials and inventory policies tied to actual demand signals. Many suppliers want to provide sufficient service levels to customers and expect industrial engineers to turn supply replenishment and synchronization into a competitive advantage."

To read the [entire article](#), go to: http://www.ultriva.com/wp-content/Articles/Pulling_the_Market_in_2014.pdf

Ultriva's (www.ultriva.com) cloud-based platform leverages and seamlessly integrates with leading ERP and MRP systems, to deliver an end to end pull based replenishment model. Ultriva, based in Cupertino, CA, implemented a global demand driven manufacturing model by providing full visibility, scheduling, and sequencing of production of customer orders. The need for a collaborative transactional portal is essential and E2E (End to End) Pull allows large multi-national manufacturers to actively collaborate with customers for actual demand and synchronize with suppliers for replenishment. E2E Pull offers a better solution to balancing supply with customer demand through procurement strategies, materials and inventory policies tied to actual demand signals. Many suppliers want to provide sufficient service levels to customers and turn supply replenishment and synchronization into a competitive advantage. The company's global footprint is increasing rapidly with implementations in wide variety of industry sectors and enterprises such as ATK, CareFusion, Emerson, Ingersoll Rand, McKesson, Magellan, Regal Beloit, Thermo Fisher and more. Follow Ultriva on Twitter at @Ultriva.

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