

Synchrono® Launches New Blog focused on Demand-Driven Manufacturing

Experts Offer Insight to Enabling Flow, Promoting Continuous Improvement and Related Demand-Driven Matters

ST. PAUL, Minn. – November 5, 2014 – Synchrono®, a leader in demand-driven manufacturing software, today announced the launch of *Demand-Driven Matters*, a new blog focused on delivering valuable perspectives and generating discussions on topics related to demand-driven manufacturing concepts and environments.

The *Demand-Driven Matters* blog will feature posts on progressive manufacturing issues and concepts, including:

- Implementing and automating lean manufacturing systems
- Supply chain automation
- Constraints management
- Case studies in continuous improvement

Demand-Driven Matters will also include entries concerning industry trends including the Internet of Things, Industry 4.0 and the digital factory of the future.

“While demand-driven manufacturing methodologies have been around for a while, the melding of those methodologies and technology is starting to really take hold as manufacturers are looking to be more agile and efficient in a competitive marketplace,” notes John Maher, Vice President, Product Strategy for Synchrono. “The *Demand-Driven Matters* blog will relay current concepts reflecting the new view of demand-driven manufacturing – that is, a customer-centric technology approach that combines the best of Lean, constraints management and Six Sigma principles.”

Subject matter experts with deep backgrounds in supply chain management, manufacturing software, manufacturing operations, constraint management, and lean manufacturing will contribute regular posts to the blog.

The *Demand-Driven Matters* blog is accessed from the Synchrono website at www.synchrono.com/blog.

About Synchrono

Synchrono® LLC is a leading provider of demand-driven manufacturing software and services that simplify complex manufacturing environments and transform business results. The company's planning, scheduling and execution and eKanban inventory replenishment systems are powerful on their own, and when combined with its operations solutions on the Synchrono Demand-Driven Manufacturing Platform, clients synchronize workforce, methods, machines, resources, data and more enabling flow from order inception through production and delivery. Aggregating information from its own applications as well as from both machine-level and disparate enterprise systems, the Synchrono Demand-Driven Manufacturing Platform provides a real-time visual information system that empowers everyone - from the top floor to the shop floor - with actionable information. Synchrono helps clients manage constraints, improve flow, drive on-time delivery and maintain a competitive edge. For more information, please visit www.synchrono.com.

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