

Synchrono® Sponsors 2017 IndustryWeek Manufacturing & Technology Conference & Expo for Third Consecutive Year

Software leader repeats sponsorship of the event's Manufacturing Technology Strategies track based on previous years' crowds

ST. PAUL, Minn. – April 20, 2017 – Synchrono®, a leader in modern demand-driven manufacturing software, today announced it will once again sponsor the Manufacturing Technology Strategies track at the [IndustryWeek Manufacturing & Technology Conference & Expo](#), to be held May 8-10 in Cleveland, Ohio.

With a focus on Lean manufacturing and continuous improvement, the conference is dedicated to helping manufacturers improve their operations. “Manufacturing leaders attend this event to learn about innovations in technology and applications of Lean thinking – from peers and practitioners who have put them into play, notes Pam Bednar, Synchrono Vice President of Marketing. “We hold this event in high regard for its quality learning and networking opportunities; that’s why we keep coming back as both attendees and sponsors.” The event features plant tours, keynote presentations, numerous breakout sessions, networking events and an exhibit hall; all aimed at providing manufacturing professionals with ideas they can take back to their facilities and implement to improve their operations.

As sponsor of the Manufacturing Technology Strategies track, Synchrono will present [Modern Demand-Driven Manufacturing: Myths, Strategies, and Realities for Enabling Smart Manufacturing](#). The session will dispel myths and outline modern demand-driven strategies – and the technologies manufacturers like *Orbital ATK*, *Dynisco*, *Club Car*, *Georgia Ironworks* and hundreds more have adopted to be more responsive to their customer’s needs. Real-world case studies from these smart manufacturers will be used to tell the story of execution, change management, lessons learned, waste reduction - and the transformative power of real-time information access and decision-making.

More information about the IndustryWeek Manufacturing & Technology Conference & Expo and the [Modern Demand-Driven Manufacturing](#) session is available on the [event website](#). For more information on Synchrono, visit www.synchrono.com or the Synchrono booth #424 at the Expo.

About Synchrono

Synchrono® LLC enables the demand-driven visual factory of the future; synchronizing people, processes, machines, materials and data to drive production flow from order inception to delivery. The award winning Synchrono Demand-Driven Manufacturing Platform includes a production planning, scheduling and execution system; ekanban inventory replenishment and supply chain collaboration software; a data collection, historian and automated workflow engine; alert management and monitoring software; and a real-time visual factory information system. The Platform components may be implemented independently or collectively to enable the Internet of Things and an unprecedented foundation for communication, collaboration and continuous improvement. Synchrono helps clients manage constraints, improve flow and drive on-time delivery to maintain a competitive edge. Sync with us at www.synchrono.com and follow the Demand-Driven Matters blog at www.synchrono.com/blog.

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