

Synchrono® Addresses How Demand-Driven Manufacturing Increases Customer Satisfaction

New white paper helps manufacturers build a business case for demand-driven transformation based on competitive gains and customer wins

ST. PAUL, Minn. – May 27, 2015 – Synchrono®, a leader in demand-driven manufacturing software, today announced the publication of a new white paper: *“Why Become More Demand-Driven? Responding to Customer Needs.”*

This is the second white paper in the company’s demand-driven manufacturing power and profit series, which helps manufacturing leaders discover how demand-driven principles can help their organizations profit through more effective methods.

In *“[Why Become More Demand-Driven? Responding to Customer Needs](#),”* readers will learn how demand-driven change can:

- Help manufacturers become more competitive and better equipped to meet customer needs
- Create synchronized systems that solve common manufacturing challenges
- Apply to diverse manufacturing environments
- Help manufacturers achieve critical business goals

“The visibility gained through demand-driven and synchronized factories enables manufacturers to quickly adapt to change and come out more profitable for it,” said John Maher, Synchrono Vice President, Product Strategy. “Whether the change is based on competitive market conditions or the evolving needs of your customers, you will be more consistent, more quality-focused and less prone to error and waste.”

“Why Become More Demand-Driven? Responding to Customer Needs” is available for [download](#) from the Synchrono website at www.synchrono.com.

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. Follow the Demand-Driven Matters blog at www.synchrono.com/blog.

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