

## Manufacturers Adopting Demand-Driven Practices Benefit from Better Customer and Supplier Relationships

*New Synchrono white paper demonstrates how a more predictable and reliable environment is achieved through pull-based eKanban systems*

St. Paul, Minn, May 6, 2014 –Synchrono, a leader in demand-driven manufacturing software, today issued a new white paper addressing a key challenge faced by today’s manufacturing leaders: how to create a more predictable environment that instills customer confidence and greater visibility across the supply chain.

The new white paper, [\*Gaining Confidence: Syncing Supplier Delivery to Customer Demand\*](#), explores the link between demand/pull-based Kanban systems that enable manufacturers to be more responsive to customer needs. And, conversely, the customer confidence that results from greater reliability and consistent on-time deliveries. The connection also extends to the supplier-manufacturer relationship with greater visibility and automated replenishment communications.

Targeted towards manufacturing operations and supply chain professionals, *Gaining Confidence: Syncing Supplier Delivery to Customer Demand* provides insight on how to:

- Optimize demand signals and reduce the reliance on forecasts
- Use proactive demand management as a competitive differentiator
- Streamline supplier communications and free buyers to work on strategic sourcing initiatives

*Gaining Confidence* is the third in a series of papers exploring the nature of Pull-based manufacturing systems and specifically, Kanban systems. The focus of the first edition, [\*Gaining Control: Exploring Push v. Pull Manufacturing\*](#), was at the system, or workflow level. [\*Gaining Clarity: Driving Productivity, Flow and Profit with Data that Matters\*](#) explored Kanban systems from a management perspective, detailing the decision-making power gained through deeper access to real time data and analytics. The fourth paper will review Pull/Kanban systems from competitive standpoint.

More information, including a video that explains how the Synchrono eKanban solution, [SyncKanban](#), works, is available at [www.synchrono.com](http://www.synchrono.com).

**About Synchrono**

Synchrono® LLC is a leading provider of demand-driven manufacturing software and services that simplify complex manufacturing environments and transforms 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. Look to Synchrono for software that meets your demand. Sync with us at [www.synchrono.com](http://www.synchrono.com).

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