

Industry: Consumer Electronics

Marine Electronics Company

The Solution That Was Needed Must:

- ◆ Be a Web-based supplier portal
 - ◆ Seamlessly integrate with existing ERP system
 - ◆ Display current order information and item data for all material vendors
 - ◆ Send MRP Forecast data and orders to non EDI vendors
 - ◆ Manage MRP exceptions
 - ◆ Improve collaboration, execution and performance reporting with supply chain partners
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Ultriva, Inc.

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CUSTOMER PROFILE:

This business is the world's largest Marine Electronics Company (MEC) and acts as the parent company to five distinct leisure marine brands. It has approximately 1,500 employees globally with distribution in more than 100 countries worldwide. MEC develops, manufactures, and distributes marine electronics for the recreational market.

BUSINESS SITUATION:

MEC was looking for a Commercial Off-The-Shelf web-based supplier portal solution that could seamlessly integrate with their INFOR Syteline ERP system. They needed it to display current order information and item data for all material vendors, send Electronic Data Interchange (EDI) messages to EDI vendors, send MRP Forecast data and orders to non-EDI vendors, and manage MRP Exceptions. It was paramount that the solution improve collaboration, execution and performance reporting with supply chain partners.

OUR SOLUTION:

Ultriva's long track record of success with rapidly integrating their [Collaborative Supply Portal](#) with over 20 different MRP and ERP systems positioned the independent software vendor as a front-



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Results:

- ◆ Elimination of stand-alone processes used to manage the supply chain
- ◆ Real-time visibility from release of demand signals through material receipt and AP processing
- ◆ Transition from reactive to proactive materials management
- ◆ Improved collaboration and execution with supply chain partners
- ◆ Improved inventory management

About Ultriva Inc.

[Ultriva](#) empowers leading businesses to operate more effectively and collaboratively by providing real time visibility and targeted actionable intelligence into inventory and material flows. Ultriva's cloud-based platform leverages and seamlessly integrates with leading ERP and MRP systems, to deliver an end to end pull based replenishment model.

runner early-on in MEC's supplier portal system selection initiative. Ultriva was able to close the deal with MEC by demonstrating significant productivity improvements and improved management decision making in the areas of supplier/item data management, MRP forecast management, sourcing, purchasing, receiving, inventory control, and supplier performance tracking and reporting.

THE RESULTS:

Ultriva's [Collaborative Supply Portal](#) solution will eliminate the stand-alone processes and disparate systems previously used by MEC to manage their supply chain processes. The resultant impact on their supply chain operations will be real-time data access and visibility into all material replenishment transactions from release of demand signals through material receipts and AP processing available through a single integrated solution. These improvements coupled with the use of intuitive dashboards linked to pre-defined workflows with supporting business rules and automated alerting will facilitate the rapid transition from a reactive to a proactive materials management organization. Due to the software's ease of use, the new visibility and supplier collaboration, MEC is anticipating significant across-the-board improvements in their supply chain and improved inventory positions.

