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Springs Creative: A Demantra Success Story

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Springs Creative

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Agenda

- **Introduction**
- **Background of Springs Creative**
- **Selection Process**
- **Implementation Experiences**
- **Next Steps**
- **Questions & Answers**

Introduction

Corporate Snapshot

SERVICE OFFERINGS

Solution Value Assessment, Process Roadmaps, Business Process / Knowledge Transfer Approach

Centers of Excellence:

DEMANTRA, Oracle, PeopleSoft, Siebel, CRM, HCM, Financials, SCM, EPM, Portal, Business Intelligence

Industry leading Methodology:

Optimum METHODSM,
Optimum TOOLKITSM,
Optimum SUPPORTSM Program

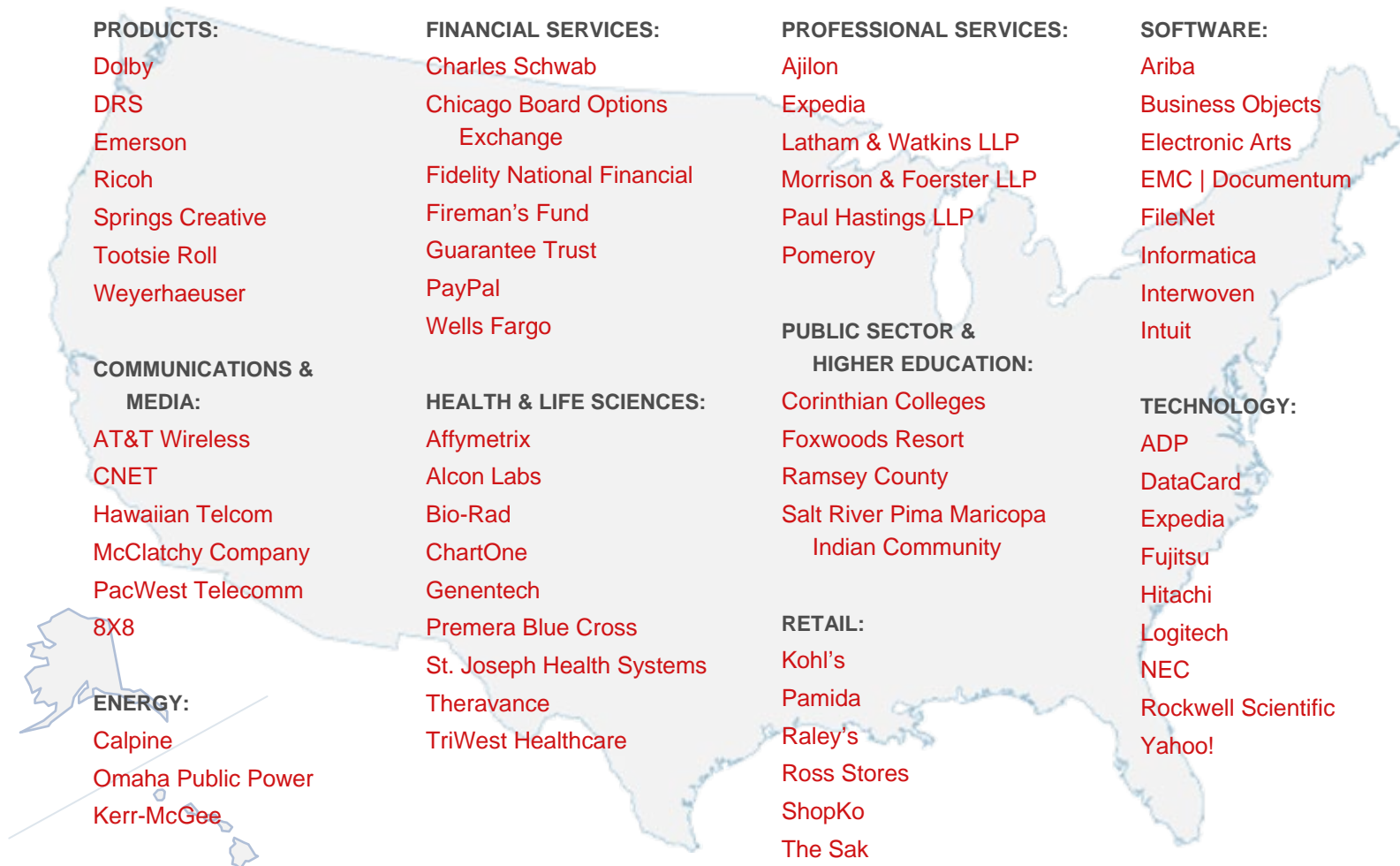
ORACLE CERTIFIED ADVANTAGE PARTNER



Optimum Solutions is a full-service consulting firm, specializing in enterprise system implementation and integration solutions.



Selected Clients by Industry



Optimum Solutions

BUSINESS PROCESS EXPERTISE

- Business Intelligence
- Customer Relationship Mgmt
- Enterprise Service Automation
- Financial Mgmt
- Human Capital Mgmt
- Supply Chain Mgmt

FULL SERVICE

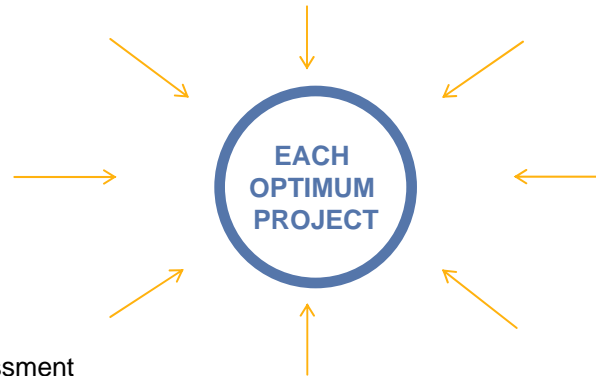
- Implementation & Upgrade Assessments
- ROI Analysis
- Technical Infrastructure Planning
- Project JumpStart Capability
- Business Process Optimization
- Customized Training

OptimumMETHODSM

- Process-based Orientation
- Stresses Knowledge Transfer
- Incorporates Industry Best Practices
- Thorough User Defined System Testing
- End User Preparation - Training & Procedures

ERP EXPERTISE

- Top-tier ERP Solution Experience
- Strong Vendor Relationships
- Direct Product Input
- Enterprise-wide Implementations
- Cross-Functional Consultants



TECHNICAL EXPERTISE

- Planning & Architecture
- Hardware/Software Assessment & Configurations
- Custom Development
- Database Administration & Optimization
- Interface Development
- Data Conversion Automation
- System Performance Tuning
- Middleware / Integration

OptimumLABSSM

- Upgrade & Implementation Lab
- Support Services
- Hosting
- Demonstration & Training Environments
- Testing Facilities

OptimumTOOLKITSM

- Process Analysis & Design Tools
- Requirements Database
- Customization Templates
- Test Script Library
- Project Administration Tools

INDUSTRY FOCUS

- Communications & Media
- Energy
- Financial Services
- Health & Life Sciences
- Products
- Professional Services
- Public Sector & Higher Education
- Retail
- Software
- Technology

Optimum | Oracle

Oracle and PeopleSoft have long recognized Optimum's industry domain expertise and leadership position in target markets, viewing Optimum practitioners as trusted business advisors and industry thought leaders.



Oracle E-Business & BI

Optimum has been working with Oracle applications since the introduction of release 9.3. We have seen the product evolve and mature from an initial release of core functionality to today's robust ERP solution. As a result, we know how to maximize the benefits of Oracle and deliver exceptional added value to the enterprise.

PeopleSoft Enterprise

We have significant experience with the newest releases of PeopleSoft Enterprise including working with v9.0 since late 2004 and continuing through our numerous implementations to date – a claim few can make.

Demantra Demand Management

Optimum has been selected by Oracle as one of two National Demantra Partners.

As one of the few truly capable Demantra implementers in the marketplace, Optimum continues to solidify its leadership position with client successes and its jointly-sponsored events.

Springs Global



- Burlington House
- Regal
- Wamsutta
- Springs Creative
- Court of Versailles
- Nanik Blinds
- Graber
- Bali

Springs Global is a leading home furnishings manufacturer and marketer. Led by a commitment to innovative design and lasting quality, we have created the most complete line of coordinated home fashion products in the industry.

Springs Creative



Springs Creative (Springs Creative Products Group, LLC), is a leading supplier of retail fabrics, packaged crafts, and specialty fabrics to retailers and manufacturers throughout North America and Canada.

- **400 Users**
- **Textile Industry**
- **JD Edwards Legacy system**
- **Manugistics Planning System**

Decision Process



- **License Cost**
 - Demantra was over \$500,000 cheaper than Manugistics
- **Implementation Cost**
 - Manugistics significantly higher than Demantra
- **Complexity of Software**
 - Demantra relatively simple to use
 - Look and feel of Excel
- **Reporting Capabilities**
 - Based on SQL Server Data
 - Able to utilize existing tools
 - Did not have to learn new reporting tool
- **New Product Forecasting Capabilities**
 - Intermittent Demand
 - New Products monthly – not handled well by Manugistics

A Completely Integrated Solution

Promotions & Trade Management

Oracle Demantra Predictive Trade Planning

- Promotion definition & management
- Lift computation, decomposition, and display
- Promotion impact, ROI analysis

Promotion Optimization

- Suggested optimum promotions to maximize ROI

Deductions & Settlement Management

- Reconciliation of deductions and payments with performance proof

Demand & Replenishment Planning

Oracle Demantra Demand Management

- Statistical, attribute-based forecasting
- Monitoring and responding to demand
- Collaborative planning

Advanced Forecasting & Demand Modeling

- Promotional lifts
- Demand shaping
- Cannibalization & halo effects
- New release planning

Real Time S&OP

- Balanced supply and demand
- Stock replenishment

Implementation Experiences



- **Short timeframe**
- **In parallel with JDE upgrade**
- **Lack of resources**
- **Version 7.1.1 vs. Version 7.1.0**
- **Microsoft SQL Server vs. Oracle**

Evolve at your own pace to a best in class solution



**Eliminate
spreadsheets**



Manage rolling forecasts

Collaborate with all constituents on one number

Use basic statistics, alerts, and seeded worksheets

Tailor worksheets for individual users

Leverage POS and channel data

Forecast new product introductions

Collaborate with customers

Use advanced statistics and causal factors

Complex alerts and custom worksheets

Manage rolling forecasts

Collaborate with all constituents on one number

Use basic statistics, alerts, and seeded worksheets

Tailor worksheets for individual users

Forecast based on attributes and product characteristics

Compute promotional lifts and analyze impact of demand drivers

Assumption based forecasting

Leverage POS and channel data

Forecast new product introductions

Collaborate with customers

Use advanced statistics and causal factors

Complex alerts and custom worksheets

Manage rolling forecasts

Collaborate with all constituents on one number

Use basic statistics, alerts, and seeded worksheets

Tailor worksheets for individual users

From less complex to best in class

Scope



- **Very carefully managed**
- **Generate Statistical Forecast**
- **New Product Capability**
- **Version 7.1.1 vs. Version 7.1.0**

Next Steps



- **Added New Company**
- **Add Collaborative Forecasting**
- **Import POS data from Walmart, Joanne Fabrics, etc.**
- **Improve the forecast (add more causal factors)**
- **Upgrade to newest version of Demantra**

Questions & Answers

Contact Information

*“Quite simply, Optimum
is the best ERP implementer
in the marketplace.”*

— G. Abatjoglou
CFO, ChartOne, Inc.

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Director, Supply Chain Management Practice

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Thank You