



## **Ultriva to sponsor Oracle<sup>®</sup> Manufacturing & Asset Lifecycle Management Networking Reception @ OpenWorld 2010**

**Ultriva to also present benchmarking session and demo Collaborative Supply Portal and Lean Factory Management solutions**

**Cupertino, CA, September 3, 2010** – Ultriva, a leader in collaborative supply chain and lean manufacturing solutions will be an official sponsor of the Oracle Manufacturing & Asset Lifecycle Management Networking Reception at OpenWorld 2010. The reception will be held at LuLu's Restaurant at 816 Folsom Street, San Francisco on Monday, September 20, 2010 at 6:00 p.m. 8:00 pm and is open to any Oracle OpenWorld attendees. Just bring your badge and join us, our Oracle host and other attendees to share experiences and network with other manufacturing professionals.

Ultriva will also be delivering a presentation on "How Cloud Computing Enables Demand Driven Supply Chains" at the OpenWorld Scene and be Heard Theatre on Tuesday, September 20, 2010. The session will highlight how global manufacturing companies have achieved their supply chain improvement objectives by utilizing on-demand supply portals. Ultriva Collaborative Supply Portals allow companies to become demand driven, improve on-time delivery, eliminate stock-outs and reduce working capital, while streamlining and automating their replenishment processes. The cloud allows all the trading partners to gain real-time visibility of demand and supply to transact effectively across their disparate systems.

Ultriva will also be demonstrating our new release, version 7.0 of our Collaborative Supply Portal and our Lean Factory Management Suite. Demonstrations will be delivered at our exhibit booth # 3341 in the Moscone Center West Exhibition Hall.

"Our new release of our Collaborative Supply Portal and Lean Factory Management Suite 7.0 offers added functionality for those manufacturers that desire more effective collaboration and visibility across their enterprise and supply chains", said Narayan Laksham, CEO of Ultriva. Manufacturing companies are joining other industries in leveraging the cloud to provide greater accessibility, lower infrastructure investment and ease of integration.

With our Oracle Validated Integration and Gold Partner status, companies that run their businesses on the Oracle Business Suite are ensured an end to end solution designed for a seamless integration with the Ultriva solutions.

**About Ultriva:**

Ultriva's solutions consist of modules including Collaborative Supply Portal, Lean Factory Management, Overall Equipment Effectiveness, Demand Driven Distribution and kanban.com. The solutions allow manufacturing companies to control demand and supply variability, improve on-time delivery performance, significantly reduce working capital and to transition from forecast-based planning to demand-driven replenishment. Ultriva's flagship product, Collaborative Supply Portal, eliminates stock-outs while reducing inventory levels by up to 75%. Ultriva solutions are in use in more than 145 plants worldwide, incorporating more than 5,000 suppliers, transacting over 1.5 billion dollars of inventory at industry leaders such as AGCO, CNH, Dresser, Emerson, IR-Trane, McKesson, Rexnord and ThermoFisher.

**About Oracle Validated Integration**

Oracle Validated Integration through the Oracle PartnerNetwork gives customers confidence that integrations between Oracle Applications and complementary partner solutions have been validated and the products work together as designed. This can help reduce risk, improve system implementation cycles, and provide for smoother upgrades and simpler maintenance. Oracle Validated Integration applies a rigorous technical process to review the integrations of third-party software to Oracle Applications products, including productized repeatable integrations from system integrators. Oracle provides access to Oracle Applications software, tools, technical resources and training to assist partners in developing integrations based on Oracle standards and best practices. Partners who have successfully validated their integrations are authorized to use the "Oracle Validated Integration" logo. For more information, please visit Oracle.com at <http://www.oracle.com/us/partnerships/solutions/index.html>.

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