



Flow Manufacturing Technology

Way Beyond Manufacturing...

Leading Industry Analysts, AMR Research, called it:
'ERP and Flow: The Status Quo Meets Its Replacement'.
A New Breed of Planning, Manufacturing, and Supply Chain Techniques has evolved.

A new combination of best practice business strategies has conquered the market and crawled into the minds of top executives. All past trends and concepts seem to be inefficient compared to achievements companies can reach with Flow Technology business strategies.

For several years companies exchange traditional strategies with the Flow Technology approach. However, what they did not find so far:

Business applications supporting this strategy and lean practices without overloading with heavy traditional application logic.



New ? Different !

Looking at the individual elements of Flow Technology you will identify that not everything is new; but different. Especially the combination of techniques, the integration of information, the efficient move from continuous daily planning efforts to pre-defined flexible calculations and dynamic organization of business processes is different. Business design and dynamic structures instead of MRP and traditional approach;

Way beyond Manufacturing

Flow Manufacturing Techniques, similar to Demand Flow[®], Toyota Production Systems or comprehensive Lean Manufacturing, have been developed over many years, approaching planning and execution of supply chain and manufacturing processes completely different than traditional MRP based strategies. Originally starting with a focus on manufacturing, so-called 'Flow Manufacturing' today carries an incorrect name, since this business strategy goes way beyond manufacturing, integrating the entire supply chain and value stream from customer through planning and manufacturing to suppliers.

In the last decade many companies in various industries have adopted Flow Manufacturing Techniques in order to reach a new level in 'Speed-to-Market'.

'Speed-to-Market', customization, faster response to customer orders and requirements, demand-driven manufacturing, high quality, this is what the market requires from products, strategies, and its manufacturers.

Traditional methods such as MRP push products to the market. In a customer-market this does not work anymore. The traditional methods are too static, flexibility sounds like a foreign term in a top-down planning environment.

Flow Technology begins where traditional methods end...

Different

Beginning with process and line design, over flexible demand management and smoothing techniques, down to shop floor and supplier integration Flow Technology offers flexibility; it offers an efficient bottom-up approach. It has all the elements top executives are missing in traditional strategies. Focusing on processes instead of bill-of-material structures, focusing on pull instead of push, focusing on demand instead of filling and handling warehouses, focusing on process-oriented company orientation rather than functional departments, smoothing instead of rescheduling and extensive capacity planning, source instead of symptoms!

Mindset

Grasping the new ideas is not the problem; the real challenge is forgetting the old ones*, describes very well what has to happen in order to really adopt these new strategies. A clear re-thinking in how to play the supply chain and manufacturing piano has to take place in the organization. It is like one of our clients described: '...living on two different planets, - either you stay with MRP or you go with Flow Technology. Once you have realized the advantages of Flow, certainly you don't want to take the step back. It would be like walking instead of driving, which is nice, but slow...'

Results

We have worked with many Flow Technology driven companies over the last ten years, and we have seen a lot of different results:



From companies using only parts of Flow to companies with extreme dedication and extraordinary results, cutting Total Product Cycle Times up to 95 % and at the same time reducing inventory more than 50 %. This ensures significant savings, high profit margins, a high R-O-I, and often exceeds expected results in 'Speed-to-Market'.

...it produces Market Leaders.

However, some more characteristics these companies have in common: The absolute majority of companies like the philosophy, strategy and approach. Little differences were obvious due to more or less dedication to its execution, but ... everyone was missing efficient software systems supporting these great strategies.

Market Leadership

Regrettably, current ERP packages further cement the MRP legacy...'Flow Software is a market in search for a leader'*. The shortcomings of most ERP vendors are obvious. Hesitating to make the change or at least offering the alternative; it underlines again: 'You either live on the one or the other planet, either you love it or you don't'. Many manufacturing companies love it, many software vendors don't, ... obviously.

CellFusion has established a long and clearly dedicated history in Flow, working with industry leaders on Flow strategies, their requirements, and their vision, together they have developed solutions and new concepts and strategies, beyond the commonly known Flow Techniques.

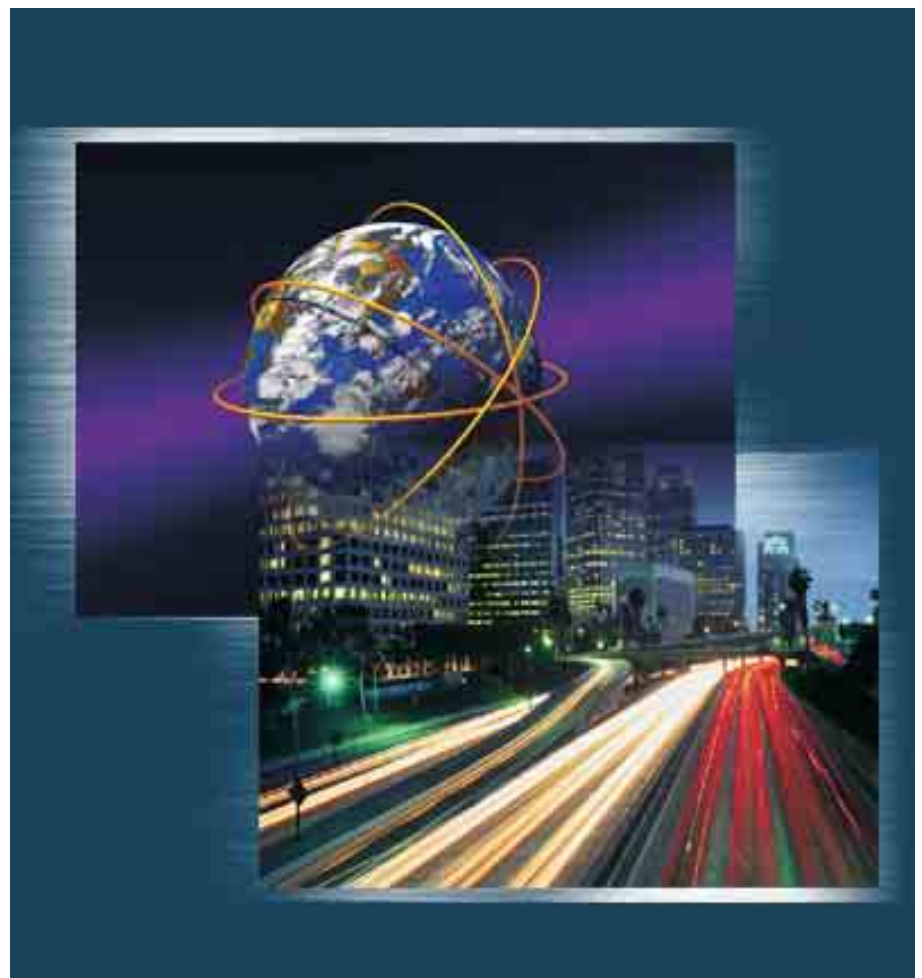
Many years of research in Flow Technology and Japanese, American and European Supply Chain techniques provided us with experience and expertise to give Flow Technology a 'new and even better spin'.

CellFusion teams integrate Flow Technology into Enterprise Resource Planning systems, they are linking Flow Technology and Internet Technology, and they are developing process-oriented simple-to-use, intuitive tools and applications that make things faster ...much faster.

- Reduction of material costs by 40 %
- Higher on-time and fill-rates
- Reduction of production cycle-times up to 90 %
- Rapid response to customer orders
- Increased Through-put
- Reduced administrative and organizational costs
- Balanced workload
- Increased Quality

Not the big ones 'eat' the small ones...

... the faster companies do it



'Flow Technology is definitely the best combination of Planning, Manufacturing and Supply Chain Techniques, this 'Best of Breed' has evolved over the last decade. Not yet fully grown up due to a lack of supporting systems able to integrate this strategy into ERP systems; and with it to leverage the entire richness of functionality and benefits, pushing modern business beyond its limits of today.

Flow Technology, an excellent concept, to be further shaped to incorporating best practice, ERP access and Internet, modern technology and even newer strategies that have been developed.

Time does not stand still...

Seeing this we have developed enhanced business strategies and a new generation of software solutions, going several steps further:

Value Stream Technology™

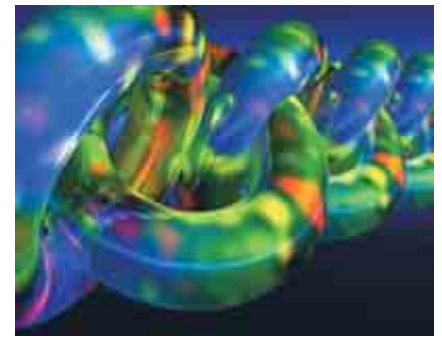
Used as a stand-alone system or combined with leading ERP systems; it will offer you the best you can get on the market.

Flow makes your organization fast dynamic and agile in the race for more market share. Value Stream Technology provides the engine.



Kersten Ellerbrock
Chief Executive Officer
CellFusion, Inc.

Value Stream Technology is the real-time integration approach for all agile Flow Technology oriented organizations, matching business strategies and application vision



Flow Technology

Discover the Missing Link
between Enterprise
Resource Planning and
Supply Chain
Management Initiatives

Profile

Kersten Ellerbrock is a Lean Manufacturing and Supply Chain Management expert, recognized speaker in North America, Europe, Japan, and South East Asia, and former executive at one of the world's leading ERP and Supply Chain software providers. Studying Logistics and Manufacturing strategies in Europe, USA and Japan, the leadership of Industry and Strategy Focus Groups, and especially the long work relationship to world-class manufacturers in High Technology, Automotive, and Consumer Products, have provided him with wide-range and in-depth knowledge of best-practice Supply Chain and Flow Technology strategies.

Mr. Ellerbrock has been leading initiatives in research and development of Lean Manufacturing, electronic Kanban and Just-in-time strategies, Flow Technology, and advanced business strategies for several years. Mid of the 90's Mr. Ellerbrock moved to North America focusing on advanced business applications and solutions supporting modern Supply Chain Management and Flow Technology business strategies.

Since 1999 Mr. Ellerbrock leads the company CellFusion, Inc.



www.cellfusion.com

providing High Technology, Automotive, and Consumer Product manufacturers not only with new business application vision, but comprehensive practice-oriented business solutions.

Demand Flow is a registered trademark of JclT; Value Stream Technology and Cell Technology are trademarks of CellFusion, Inc.; *Quotes from AMR Research publication 'ERP and Flow: The Status Quo meets its Replacement'.