

### CASE STUDY



### SPRINGS CREATIVE

#### CLIENT COMMENTS

“We selected Optimum because they are the experts on Demantra solutions.”

— Tom Ferrara  
Director of IT  
Springs Creative

#### CUSTOMER PROFILE

##### Springs Creative

Located in Rock Hill, SC  
400 employees  
Textiles Industry

#### ORACLE SOLUTION

Demantra Demand Management

#### IMPLEMENTATION PROFILE

8 week implementation  
Manugistics replacement  
JDE upgrade to latest release  
SQL Server Database

#### THE CHALLENGE

Springs Creative recently spun off of Springs Global where they were using Manugistics for Demand Planning integrated into an older version of JD Edwards. They needed to create an enhanced environment that would enable them to meet their strategic objectives.

#### THE SOLUTION

To meet corporate objectives of operating as a separate entity, Springs Creative determined that they needed to upgrade their JDE environment and replace Manugistics with Demantra while remaining on SQL Server 2005.

One of the key reasons for choosing Demantra was its Chaining Management functionality, which would enable Springs Creative to accurately forecast demand for new products. Optimum was able to quickly develop a demand management solution utilizing Demantra in a SQL Server environment, integrated into Springs Creative’s upgraded JDE applications.

This solution applies best practices to all of Springs Creative’s Demand Management processes, ensuring that Demantra is optimized for Springs Creative’s future growth and

addressing a strategic objective of improving the New Product Introduction process.

#### STRATEGIC OBJECTIVES

“Optimum examined our existing business processes and effectively guided our teams to translate that insight to workable, best-practices, and easy-to-implement demand planning and forecasting through Demantra,” comments Debbie Larmore, Sr. Manager, Retail Forecasting. Springs Creative is now strategically positioned for:

- Superior Forecast Accuracy
- Substantially improved processes for New Product Introductions
- Enhanced ability to forecast demand amidst seasonality
- Enterprise adoption of the Demantra solution and the ability to expand

#### ABOUT SPRINGS CREATIVE

Springs Creative Products Group, LLC is a subsidiary of Springs Global Participações S.A., the world’s largest manufacturer and marketer of textile home furnishings.