



Supply Dynamics Delivers Business-Critical SaaS Solution using MySQL



Supply Chain Solutions

OS: RedHat Enterprise Linux

Web Server: Tomcat

Language: Java

Database: MySQL Server

“Thanks in part to MySQL, we deliver a highly reliable and robust SaaS solution to Fortune 100 companies at affordable prices that our competitors can’t touch.”

Trevor Stansbury

President, Supply Dynamics



Supply Dynamics Overview

Part of the O’Neal High Performance Metals Group, Supply Dynamics is a leading supply chain solution provider that is focused on material consolidation solutions known as “Material Demand Aggregation.” Their hosted multi-enterprise platform is helping Fortune 100 companies like General Electric, Honeywell and others to reduce raw material costs by as much as 15% and deliver products faster and at lower risk by linking their entire supply chain. MySQL is a key component of their reliable, high-performance IT solution. The platform enables Original Equipment Manufacturers (OEMs) to gain real-time visibility into aggregate demand and available supply as it relates to either forecasted or historical finished part demand. The Supply Dynamics platform is provided in a hosted, Software as a Service (SaaS) model. In addition to ensuring that raw materials are never the reason why a part is late, it eliminates the need for supply chain partners to develop and maintain complex, expensive in-house supply chain applications.

The Business Challenge

OEMs typically have little or no visibility or control over the raw materials that go into their purchased parts and assemblies. That’s because their sub-tier suppliers are generally responsible for the sourcing of raw materials and other manufacturing “inputs” on their own. This situation results in numerous inefficiencies, such as inflated material cost and unpredictable finished part delivery which can severely impact a manufacturer’s bottom line.

The MySQL Solution

To address this challenge, Supply Dynamics developed an innovative, SaaS solution that has the ability to seamlessly integrate with an OEM customer’s existing ERP/MRP/Data Warehouse systems such as SAP R/3. This allows the OEM to get an aggregate view into total raw material demand across its supply chain, encompassing a virtually unlimited number of manufacturing sites and sub-tier suppliers. As a result, the OEM and its sub-tier suppliers can collectively negotiate better raw material prices, reduce finished part production costs, improve delivery, and accelerate manufacturing cycle times. Supply Dynamics relies on MySQL to cost-effectively store tens of thousands of unique multi-level Bill of Material records, synchronizing those in real-time with actual finished part demand at the OEM.

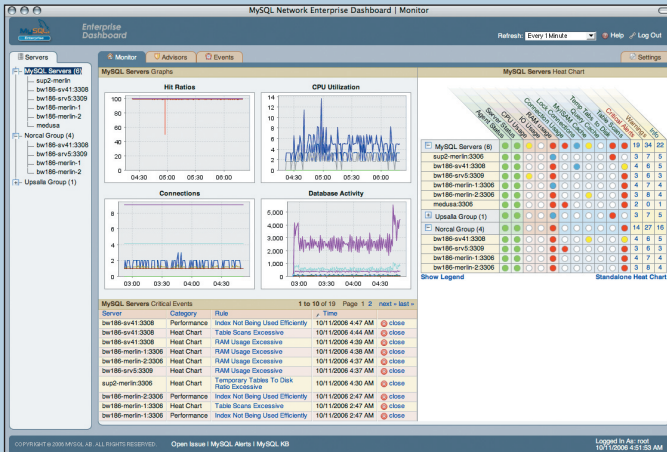
Supply Dynamics chose MySQL for the following reasons:

- **Reliability** – Since the MySQL database was adopted 5 years ago, Supply Dynamics has never experienced database downtime.
- **High-Performance** – Users get real-time visibility and control over the raw materials that go into their parts and the ability to analyze material demand associated with hundreds of thousands of parts via a customizable electronic Dashboard designed by Supply Dynamics.
- **Low Administration** – The hosted Supply Dynamics solution does not require an army of Database Administrators (DBA), enabling it to focus on delivering valuable new functionality faster.

MySQL Enterprise

Full Support & Less Risk for Your Production Database Applications

A MySQL Enterprise subscription includes the most comprehensive set of MySQL database software, services and support so your business achieves the highest levels of reliability, security and uptime.



MySQL Enterprise includes:

- **MySQL Enterprise Server** – the most reliable, secure and up-to-date version of the world's most popular open source database
- **MySQL 24x7 Production Support** – with guaranteed response times to assist you in the development, deployment and management of your MySQL applications
- **MySQL Enterprise Monitor** – GUI-based tools that continuously monitor your database and proactively advise you on how to implement MySQL best practices, including performance tips and security alerts.

Proactive database monitoring and advisory tools are available exclusively to MySQL Enterprise subscribers.

About MySQL

MySQL is the world's most popular open source database software. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, business-critical systems and packaged software – including industry leaders such as Yahoo!, Alcatel-Lucent, Google, Nokia, YouTube and Zappos.com.

For more information about MySQL, please go to www.mysql.com/enterprise



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