



CUSTOMER SUMMIT

2009

A REPORT FROM THE OM PARTNERS CONFERENCE, HELD MID-APRIL, IN ANTWERP, BELGIUM.

Over 200 customers participated in a successful Customer Summit that included product presentations, demonstrations and customer testimonials for Semi Process, Mill Products and the Paper & Packaging Industries.

In an introduction keynote, presented by OM Partners' CEO Anita Van Looveren, attention was paid to the current economic crisis and the way OM Partners is facing this challenge. Since its inception in 1985, the company has favoured long term views over quick wins. By doing so, this privately held company has succeeded in developing a solid and

reputable business, ending 2008 with a turnover of over €15 million and without financial debt.

Another interesting message was the fact that OM Partners, after the successful launch of its US activities, is now also expanding its activities in the East. Russian and Chinese versions of the software are available (the first implementation in Russia in close co-operation with a Russian partner is about to start) and there are advanced plans to open an office in Asia next year.

More topical was the preview of ongoing developments for the paper and packaging industries. This was done by a

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combination of formal presentations and informal demonstrations. The main topics were:

- OMP Plus, their most recent development which makes fully integrated demand and supply planning and detailed scheduling a reality.
- Intelligent planning and scheduling based on an overall diagnostics system.
- Integration of the corrugator wet end and dry end feedback, enabling accurate paper usage data and traceability.
- Forecasting of the raw material (paper) requirement and finished goods demand.
- New powerful reporting tools for easy production reporting and extended data analysis.
- Other recent and planned developments, which were summarised in two presentations.

The latter part of the programme was set aside for customer testimonials. These came from the following companies:

- Peterson Packaging from Norway gave a powerful presentation about how their implementation of OMP had generated significant benefits in machine utilisation, supply chain optimisation, shorter lead times, increased productivity – in other words, real supply chain optimisation. The speaker, Terje Surdal, went into detail about the improvements and cost benefits, and stressed that without OMP his company could not have achieved the current benefits, and would not be able to make further progress in this direction. Recently, Mr Surdal was honoured with the Norwegian Logistics Award 2008 for his supply chain projects at Peterson Packaging.

- StoraEnso Packaging in Finland gave an informative overview about how they had used a recent OM Partners development, Demand Pull Solver, for advanced demand and capacity planning. This is a full mathematical optimisation that performs intelligent capacity balancing, taking into account order priorities, due dates, WIP constraints, optimal machine usage, reducing machine setups and avoiding stock-outs. The speaker, Mika Halinen, stressed the importance of capacity management in a multi-site environment.

- Smurfit Kappa Group illustrated how they analyse historical data gathered by OMP and use it to initiate improvement actions within the group. The speaker, Wim Oosterveld, gave striking examples of intelligence driven investment studies in the area of conveyor systems and conversion machines.

To end the Customer Summit, 20 live product demonstrations were given to the audience. The demonstrations included network design optimisation, forecasting and demand planning, S&OP planning, campaign planning and scheduling with specific solutions for the corrugated industry.



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