



AND



**Company:** Atlantic Inc. – Alex Setiyo Logistics and Procurement Manager

**Profile:** Atlantic is a branded importer that supplies CD cases, speaker stands, home theatre storage, etc. to large retail chains.

**Business Problems:** Atlantic has rapid product introductions, a growing list of offerings and highly seasonal demands driven by customer satisfaction; Atlantic also supports e-commerce through the web. Their primary target market is gamers who need the latest and greatest gear. RockySoft was brought in to help manage the growing complexity of the business.

**The Approach:** In November of 2005, RockySoft went live with the implementation of Demand Manager, Requirements Planner, Logistics Collaboration Portal and Exception Signals.

**Competitive Advantage Created by RockySoft's Solutions:** The exception based automation provided to Atlantic has:

- Maintained service levels of 95%
- Reduced the overall inventory by 28% in 6 months and it continues to decrease.
- Standardize the buying process; resulting in much less time spent generating POs.

**Future:** RockySoft continues to refine the Logistics Collaboration Portal based on Atlantic's needs, and creating full visibility to the import tracking.