In the field of production scheduling Genvana Stationary Corp. and NTTDATA EastNet Corp. make alliance

Through APS solution, improve the current condition of scheduling and realize greater efficiency and reduced costs

Guangdong Genvana Stationery Co., Ltd. and Shenzen NTTDATA EastNet Co., Ltd. have announced that in January 2008 they officially signed a contract to start cooperating in the field of improving the current condition of schedulers to realize greater efficiency and reduced costs.

Genvana Stationary Corporation is one of the leading companies in the development, manufacturing and sales of high quality writing instruments and currently one of the most advanced large scale stationery manufacturing businesses in China.

The most difficult points of production control are   the diverse range of manufactured goods with over 1000 different types of product being produced at the same time,   the difficulty in trying to manage over 100 pieces of manufacturing equipment used in production, such as welding machines, printers and automation equipment,   having to control complex manufacturing processes, such as at least 6-7 lines at the same time or one continuous line, and   the problem of trying to grasp the production targets because of the difficulty in trying to understand the consumption rate due to the numerous semi-processed goods being manufactured with different production lots each time.

Many companies have had to suffer from the previously mentioned points. Amongst these, Genvana is no exception as it continues to move ahead with the rapid expansion of its business and supply the market with new products one after another. Having felt the limitations of trying to improve the accuracy of its business management by using the traditional hand made schedule via an Excel chart, they realized that if you reduce the precision of your production plan scheduler then not only do you invite reduced production efficiency you also risk greatly increasing your production costs as well.

The executives of Genvana, with their unanimous decision to implement an APS control system to improve the situation of their production scheduling, will be able to be able to raise the company s fundamental core competiveness by realizing reduced production costs and improved manufacturing effectiveness.

As a result of half a year s deliberation, the reason given for finally deciding to partner with NTTDATA EastNet was the confidence in their technical prowess and their ability as a consulting service specialist to fully cooperate in order to allow them to achieve their business

targets. Through this cooperation, NTTDATA EastNet have adapted to the characteristics of Genvana s production control and offered a high quality APS (Advanced Planning and Scheduling) solution based on Asprova APS, Japan s market leader in scheduling software. In conjunction with this, they are offering a comprehensive service including related consulting, training and factory installation.

The most attractive aspect of Asprova APS is that it has the functionality to reduce manufacturing processes effectively, offers visual management of production and has the power to manage change quickly. Within the short term Genvana plans to switch over from its traditional hand-made scheduling to the Asprova APS system to improve the procedures it currently has in place to control production and in reaction to the rapidly changing market draw out its manufacturing capability potential to the full. Furthermore, they aim to realize a large increase in profits from reducing costs to the minimum.

Geneva s decision to choose NTTDATA EastNet s Asprova APS solution has fully proven the reliability and confidence in NTTDATA EastNet and Asprova APS. As a specialist IT solution provider, NTTDATA EastNet will to continue to provide this most effective APS service to Chinese manufacturers. From hereon, NTTDATA EastNet intends to raise the true competiveness of Chinese manufacturing industry through sharing the scheduling ideology of the advanced planning scheduler Asprova APS and the experience of their implementation success.