

News from Supply Dynamics

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Cincinnati, OH, U.S.A. (March 15, 2015) Supply Dynamics, the leading source of on-demand software solutions for directing and orchestrating the extended supply chain, has been named a finalist for the **American Metal Market's Award for Steel Excellence** in the **"Technology Provider of the Year"** category.

Supply Dynamics has developed SDX 8.0 a web-based, multi-enterprise platform that translates product and/or part-level demand into detailed raw material requirements. This enables an Original Equipment Manufacturer (OEM) and its supply partners to gain visibility into the raw materials being purchased by its manufacturing sites and outside part manufacturers (Tier 1- Tier N). It also allows the OEM to proactively monitor in "closed loop" fashion, the timely purchase and supply of materials throughout the extended supply chain. Something traditional ERP solutions have never fully delivered on, SDX allows information about common raw material demand to be leveraged for the benefit of all stakeholders – the OEM, its part manufacturers, and the mills and service centers selected to supply consolidated raw material requirements. This enables the OEM to operate its extended raw material supply chain as an extension of itself – as an "extended enterprise" and to reduce the operational risks and costs for all parties. The result is better pricing, shorter lead-times, and enhanced on-time delivery. It also opens the door to standardization of common raw materials by form, size, or specification.

About Supply Dynamics: Supply Dynamics LLC is headquartered in Cincinnati, OH, and works with leading Fortune 1000 Global Manufacturing 'OEM'-Brand Owners that are committed to pro-actively extending their influence and control throughout their Supply Environment. We provide technology, processes & solutions designed specifically to address the challenges of managing sourcing, procurement and supply chain complexity in highly distributed manufacturing environments.

Supply Dynamics is a member of **O'Neal Industries**, the largest family-owned metals service center in the U.S. with sales of approximately \$2.66 billion in 2014. O'Neal Industries is headquartered in Birmingham, AL and has more than 90 locations in North America, South America, Europe and Asia. For more information about O'Neal Industries, visit www.onealind.com.

For additional information or to learn more about Supply Dynamics and how our solutions can help transform your company's Extended Supply Chain into a sustainable competitive advantage please contact us: by phone at +1 (513) 965-2000 e-mail results@supplydynamics.com or visit www.supplydynamics.com.