



**Manufacturer Meets
Market Challenges with Supply
Chain Planning and
Forecasting Solution.**



C Case Study: Bush Industries

Bush Industries (NYSE: BSH) is a diversified global furniture manufacturer and leading supplier of surface technologies. Bush Industries operates its business in four segments:

- Bush Business Furniture (BBF), which serves both the business and home office segments and is responsible for all sales to office superstores and dealer channels.
- Bush Furniture, which focuses on home entertainment, home office and home furnishings products.
- Bush Furniture Europe, which sells commercial, home office and other furnishings in the European market.
- Bush Technologies, which is focused on the cell phone accessories after-market, as well as the utilization of surface technologies in diverse applications such as automotive interiors, cosmetics, sporting goods and consumer electronics.

Bush operates several manufacturing and warehouse facilities throughout North America and Germany.

Business Challenge

Selling to major mass-market retailers is a complicated process. Intense competition and market consolidation has challenged even the largest and best-established manufacturers to ensure customer satisfaction.

As Bush Industries, customers instituted stringent report cards to measure supply chain management performance, it searched for new ways to prosper in a hyper-competitive, fast-response, mass-customization environment.

The Solution

Following careful review of Bush Industries, manufacturing systems, market requirements and legacy technologies, Hitachi Consulting designed and built an integrated forecasting and planning system based on i2's Demand Planner and Factory Planner solutions.

The Hitachi Consulting team focused on rapid, value creating activities. The implementation team used Hitachi Consulting's version of the standard i2 Business Release Methodology to provide both immediate and long-term business benefits.

C Case Studies: Bush Industries

The Hitachi Consulting team focused on developing new business processes; defining, cleaning and even creating required data; and modeling the software to meet the client's business objectives. Along the way, the team overcame major hurdles, such as the quality of data available from the legacy ERP system, and the company's lack of a clearly defined forecasting process.

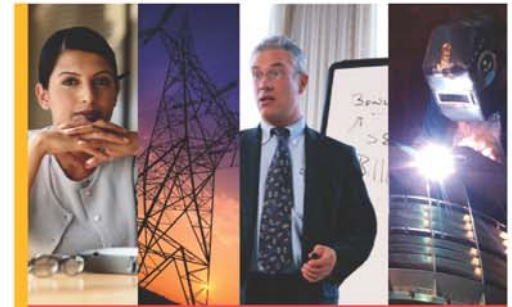
Business Benefits

Demand Planner enables Bush Industries to analyze customer demand patterns and better forecast orders. By feeding these forecasts through the company's legacy ERP system to i2's Factory Planner, the company creates more optimal production schedules and plans.

As a result, the company is enjoying significant benefits:

- Weekly production plans are more clearly defined allowing factory personnel to address unforecasted schedule changes immediately
- Lot sizes have been dramatically reduced
- The company has significantly reduced finished goods inventory
- The company is enjoying new insight into the true capabilities of its current equipment and its manufacturing capacity
- Potential production bottlenecks are identified in advance through "what-if" planning scenarios

Bush Industries is looking to build on its initial success by using i2's technology as a key element in its overall evolution to Lean Manufacturing.



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit www.hitachiconsulting.com

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