Celanese Speeds Onboarding & Enhances Service with Real-Time Visibility

Activ TECHNOLOGIES ™

As a global technology leader in the production of differentiated chemistry solutions and specialty materials, it's critical for Celanese to collaborate closely with its customers. Before Celanese replaced its underperforming legacy system with ActiVate, onboarding new trading partners and mapping the supply chain could take 3-6 months, which essentially ground customer additions to a halt.

Celanese
The chemistry inside innovation™

"Activ enables more timely collaboration with our customers, allowing us to better allocate inventory and provide more responsive customer service."

Glenn Ward
Vice President
of Global Supply Chain

Cloud-based Solution

With ActiVate the timeframe for onboarding new partners has been cut from months to just 10 days. ActiVate integrates Celanese suppliers -- normalizing, translating and extending data before it enters SAP. Then the cloud-based solution automatically synchronizes demand forecasts and reconciles customer schedules in real-time. It gives users the ability to see and manage demand, inventory, order, shipment, capacity and schedules from a single platform.

Impressive Results

Now Celanese team members can see customer orders and manufacturing schedules in near real-time. This capability has improved supply chain visibility and made predictive and prescriptive analytics and exception alerts available to hundreds of logistics, customer service, trade compliance and procurement professionals on four continents.

Learn how you can swiftly sense, coordinate, optimize and manage your end-to-end supply chain with Activ's economical, multi-enterprise platform. Visit www.ActivTech.com today.

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Empowering Digital Supply Chains