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**Currency Fluctuations and Empty Shelves Put Supply Chain Management Projects High on Business Wishlists**

**Sydney, 15<sup>th</sup> Dec 2010** – Dataweave ([www.dataweave.com.au](http://www.dataweave.com.au)), an IT consultancy which specialises in enterprise applications and Oracle solutions, has today announced an expansion of their supply chain management practice.

Founded in 2006, Dataweave is a services based consultancy, focused on implementation projects and support services for enterprise e-business applications. Growing rapidly, Dataweave now has a team of 25 located across Sydney, Melbourne and Brisbane.

Norman Weaver, Managing Director for Dataweave commented, "A few years ago, finance directors used to be able to manually fine tune their inventory levels to help pump up profits. In today's market, even small businesses need to cope with complex logistics, and the financial risks of holding too much inventory have never been higher."

Norman Weaver continued, "The last few months of 2010 have seen wild currency exchange rate fluctuations, which have dealt a financial blow to many businesses. The ability to continuously predict demand and adjust inventory can now easily mean the difference between a profitable Christmas, and working your way through insolvency.

Norman Weaver concluded, "The recent currency turmoil has been a real eye opener for many Australian CEOs, and has created a surge of interest in more sophisticated supply chain management systems. Based on the demand from our clients, Dataweave is planning to hire another 5 supply chain specialists in 2011 to service new client projects."

Dataweave offers the complete range of Oracle E-Business applications. Oracle Demantra Demand Management is designed to offer businesses a flexible, forward looking prediction of upcoming product demand from clients. The solution is able to integrate with other standards based applications, or integrate with the rest of the Oracle E-Business Suite. Oracle Advanced Supply Chain Planning allows businesses to plan and optimise supply chain

workloads, offering a holistic view of complex organisation wide logistics – from factory to retail shelf.

By implementing automated demand forecasting and supply chain planning, businesses can significantly further reduce their inventory holding costs, while minimising currency risk. Oracle Demantra Demand Management and Oracle Advanced Supply Chain Planning solutions are able to significantly improve efficiency and stock turns for businesses with complex supply chains, involving the importation components and finished goods, and the sale of products via complex multi-tiered distribution channels.

### **About Dataweave**

Dataweave ([www.dataweave.com.au](http://www.dataweave.com.au)) is an IT consultancy which specialises in enterprise applications and Oracle solutions. Founded in 2006, Dataweave has offices in Sydney, Melbourne, and Brisbane. Dataweave has a sister company, DW People, which is a specialist IT resourcing consultancy focusing on enterprise computing positions.

Norman Weaver regularly blogs on business issues and enterprise IT at <http://normanweaver.wordpress.com/> .