



# Case Study IZAR CUTTING TOOLS

 **DEMAND DRIVEN**  
TECHNOLOGIES

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IZAR Cutting Tools SAL, is an employee owned company, manufacturing and distributing industrial grade cutting tools (drills, end mills, taps...) to distributors, in more than 80 countries around the world.



## Challenge

Recognized internationally and domestically as a global leader, Izar has received the EISEN award at the Cologne Show in 2014 as best CSR initiative in Europe, best supplier in the distribution chain in Spain in 2015 by AECOC, and best supplier by ASIDE the major organization of industrial distributors in Spain.

With a stellar reputation for products and service, Izar had several issues related to their supply chain. Their MRP system had more than 65,000 articles and 1,500 work in process (WIP) orders. Customers were increasing their demand for: High-level of stock in semi-finished products

- Maintaining optimal
- Same day service
- New personalized products that resulted in lower manufacturing lots

 The Intuiflow solution is a very intuitive and visual supply chain management tool, that enabled us to apply the principles of lean manufacturing.

BONIMURIEL | INDUSTRIAL MANAGER



## Solution

Using the proven Demand Driven MRP (DDMRP) methodologies in Intuiflow from Demand Driven Technologies has enabled IZAR to integrate planning and forecasting into a single corporate-wide management tool.

The solution allowed the company to respond to real market demand, rather than forecasts based on past experience, enabling better resource allocation.



With the dynamic Intuiflow buffer positioning algorithms built into the solution, planners can now efficiently perform raw material and production planning, as well as finished product purchases. The results have been incremental – reduction in global inventory, improved manufacturing capacity utilization and better optimization of supply chain bottle necks.

With these significant improvements in their supply chain, Izar has achieved record revenues of 2 digit sales growth, two years in a row.

Results achieved  
at Izar with  
Intuiflow

**23%**

2 DIGIT SALES GROWTH  
2 YEARS IN A ROW

**95%**

SIGNIFICANT INCREASE IN  
CAPACITY UTILIZATION

