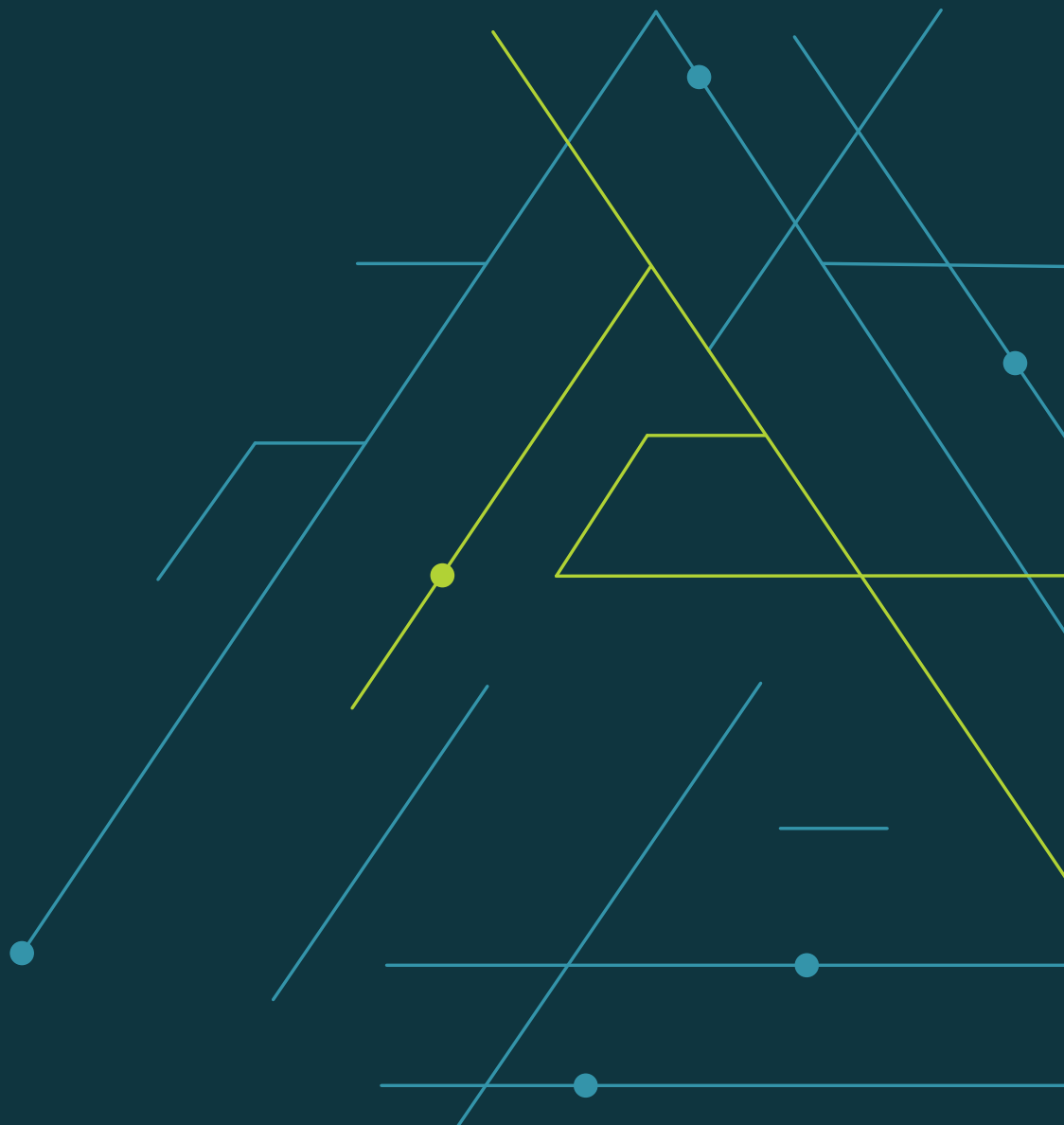


# ARKIEVA

## CASE STUDY:

Arkieva Solutions Allow  
Bakelite to Make Data-Driven,  
Responsive Decisions





Name: Bakelite Synthetics  
 Location: Atlanta, GA  
 Industry: Thermoset specialty resins, systems and engineered molding compounds.  
 Website: [bakelite.com](http://bakelite.com)

### Challenges

- ▶ Legacy system didn't provide much data visibility across the enterprise
- ▶ No way to easily identify demand trends or changes in customer behavior
- ▶ No visibility to capacity utilization

### Solutions

- ▶ Demand Planning
- ▶ Supply Planning
- ▶ Inventory Planning
- ▶ Scheduling

### Results

- ▶ \$37 million reduction in working capital and extended best-in-class inventory level performance to newly acquired division
- ▶ Easier, automated management of monthly S&OP cycle
- ▶ Sales teams can update forecasts that support more accurate, predictable raw material procurement
- ▶ Visibility to potential production capacity issues to proactively address and mitigate

Bakelite Synthetics makes thermoset specialty resins, systems and engineered molding compounds. Based in Atlanta, the company developed the first commercial plastic over 100 years ago and has since grown to 1,500-plus employees. John Baker, senior director, supply chain at Bakelite, worked with Arkieva for about 20 years at Hexion, from which Bakelite was divested in 2021. Baker's team chose to continue using Arkieva after the spin-off. As the company grew, Rafael Morin was appointed director of supply chain for the Americas.

When Bakelite acquired Georgia-Pacific Chemicals in 2022, Morin needed a modern, integrated platform that could manage functions like demand planning, scheduling and capacity planning. Arkieva emerged as the supply chain planning software partner of choice.

"The chemicals business we acquired had a demand planning tool, but it was nowhere as sophisticated as the Arkieva solution we had for our synthetics division, so the decision was simple," Morin said. "We needed software to help us be nimble and responsive, anticipating demand shifts and identifying sustainability-driven changes in customer behavior."

Bakelite decided to implement the Arkieva demand planning and global supply planning tools to this new part of the organization and will add scheduling – an Arkieva solution they have not used before.

Today, Bakelite's European operations use the demand planning platform, providing all operational data at their fingertips to manage the monthly S&OP cycle. The finance team also uses the platform to begin the annual budget process.

"We'd be lost without Arkieva. It's very much part of our day-to-day operation."

**John Baker**  
 SENIOR DIRECTOR, SUPPLY CHAIN, BAKELITE

When demand changes for a customer, Bakelite's commercial team can immediately go into Arkieva to adjust forecasts. This helps keep everyone aligned and can provide forecasts to the purchasing team to order the right quantities of raw materials.

Deployment of the other solutions are in progress or planned, and both Baker and Morin see Arkieva playing an important role in Bakelite's growth in the coming years.

"Arkieva solutions are very good tools for understanding your business and operation," said Morin. "They give us a very clear picture of what we're doing and where we're headed. So whatever direction our company takes in the future, we strongly believe Arkieva will come with us."

# Plan Better with Arkieva

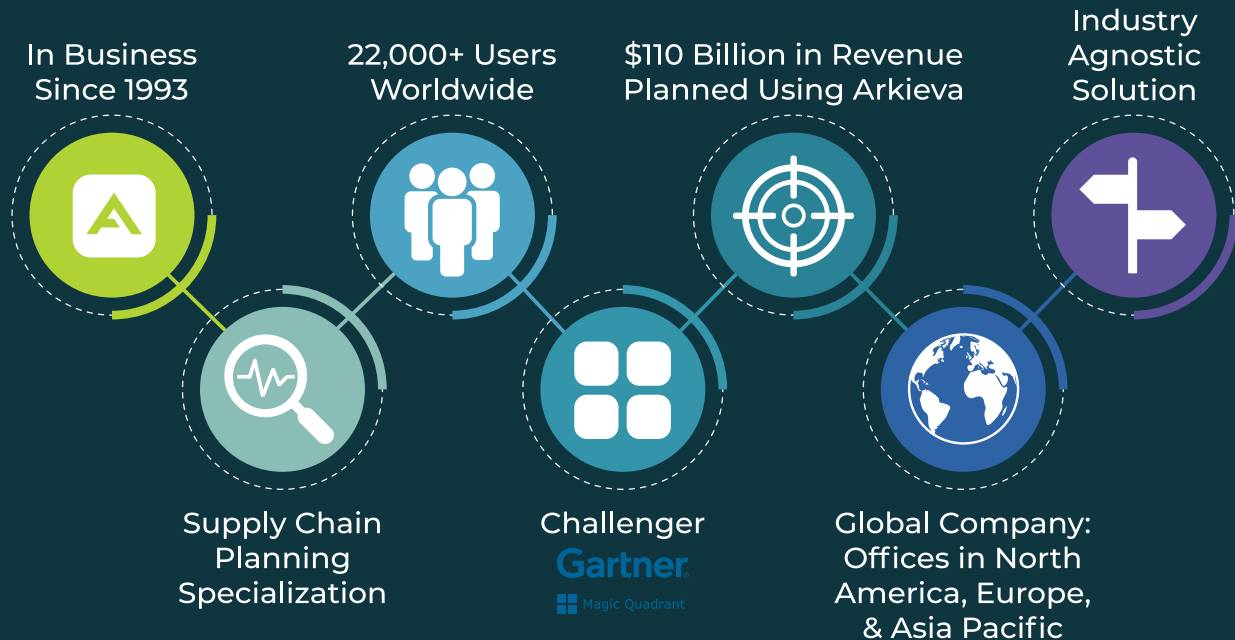
*Driving business transformation through better supply chain planning processes.*

For nearly 30 years, Arkieva has worked with leading companies across a wide range of industries with a laser-like focus on business performance. We have analyzed, developed, pivoted, tested, and retested the best solutions for the greatest of challenges. This is one of many reasons that Arkieva is so well regarded in the analyst community and has such strong client retention rates and referral business.

We are change agents at our core and always pushing ourselves to create solutions that not only solve today's challenges, but the ones of tomorrow. In the simplest and most intuitive way possible.

Ultimately, Arkieva's software and competence today mirrors both our experience and desire to innovate, create and be on the forefront of supply chain planning. We look forward to every new challenge. It's in our DNA.

Arkieva. No fluff. Just real solutions.



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