



Focus on Mexico

Supply chains are in constant evolution, but none are fluctuating more than Mexico's. Throughout the 1990s and into the early years of 2000, companies in Mexico invested in software systems to improve internal processes. Now, the focus has shifted to improving the supply chain. In fact, International Data Corporation (IDC) predicts that supply chain management software sales will grow 15 percent this year and 18 percent in 2009. Fueled by economic conditions, the supply chain management sector is predicted to be among the largest of Mexico's information technology investments.

Demand Management opened an office in Mexico City in February to help businesses in the region achieve their supply chain planning goals. The company welcomes Roberto Robles and his group of seasoned supply chain professionals to its global team. With more than 20 years of experience implementing new processes and software solutions for Latin American clients, Robles understands the challenges regional businesses face and has a track record of delivering high return on investment to his customers.

"Now more than ever, companies with inventory in Mexico need dedicated, world-class demand planning and supply management tools to remain competitive," says Roberto Robles, General Manager of Demand Management's Mexico office.

"Demand Solutions is the ideal fit for small and midsize enterprises in Mexico because it is affordable, easy to use and is the fastest supply chain planning software to implement."


There are several factors affecting businesses in Mexico. Globalization and its associated long lead times, shifting from a manufacturing to a distribution economy, inflation, the declining U.S. dollar and increasing energy costs – to name a few – all contribute to the changing face of supply chains in Mexico and the increased focus on planning.

"The supply chain in Mexico has also moved from local to global as it outsources more and more of its manufacturing to other parts of the world. With the shift away from manufacturing, Mexico has entered into a wholesale distribution environment with the same challenges that other countries have faced for the past decade," says Bill Harrison, President of Demand Management, Inc.

Similar to the United States' transition from manufacturing to distribution, Mexico is experiencing the usual business problems associated with outsourcing. Long lead times for finished goods and parts make careful planning a top priority. Demand Solutions has helped businesses plan for more than 23 years.

Demand Management has a solid history of success in the Mexico market.

Its software solutions have contributed to the increased profits of many local and international corporations in Mexico.

The company is committed to providing excellent service and support for its Demand Solutions tools locally. If your company wants to remain competitive in the Mexico market, contact Roberto Robles today. 

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"As we approach the 15th anniversary of NAFTA and look at the effect it has had on Mexico, the country has become a more dynamic player in world economy," says Bill Harrison, President of Demand Management, Inc.