



## Success Stories

### Case: Cytec Industries, Inc.

How pVelocity Helped Cytec Increase Earnings & Market Share of its Most Profitable Product Lines

#### Cytec — Advanced Chemical & Materials Technology

Cytec Industries Inc. is a global specialty chemicals and materials company focused on developing, manufacturing and selling value added products to the aerospace, adhesive, automotive and industrial coatings, chemical intermediates, inks, mining and plastics markets.

#### Business Complexities

With limited access to operating and financial information, Cytec's business managers were unable to make informed business decisions about product and customer profitability. Extreme fluctuations in materials costs and an increasingly unforgiving economic climate were taking a mounting toll on earnings and market share.

#### Business Challenges

The deployment of disparate ERP systems at Cytec had led to a number of challenges regarding timely and consistent business analysis. Business managers were unable to quantify the effect of fluctuating raw material costs and therefore couldn't make accurate pricing adjustments. Segmenting and analyzing product and customer data was an ad hoc, time-consuming manual process, which often produced inconsistencies, as well as disagreement between operational groups.



#### pVelocity's Profitability & Cost Simulation Software

pVelocity connects multiple ERP systems to enable one consistent method of analysis. Cytec's operating group managers now have instant access to advanced analysis and simulation capabilities. They can make faster, more informed business decisions, and consistently use pVelocity's collaborative tools to gain consensus between groups before initiating corrective actions.

*"...we have invested in new Information Technology to accelerate our decision making through better and faster access to operating data. These improvements enabled us to manage through the difficult operating conditions of weakening economic demand and the volatile and increasing costs of raw materials, and still improve earnings."*

David Lilley, President & CEO, Cytec

To learn more about how others have benefited from immediate, precise insight into projected product and customer profitability:

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