



604 West Morgan Street  
Suite B9  
Durham, NC 27701  
P: 919.667.9804  
F: 919.682.5986

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## PRESS RELEASE

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Contact: [sfoust@datacraftsolutions.net](mailto:sfoust@datacraftsolutions.net)

### **DATA-CRAFT SOLUTIONS PARTNERS WITH THE KAIZEN INSTITUTE IN INDIA TO PROVIDE THE BEST DEMAND DRIVEN SUPPLY CHAIN SOLUTION**

**DURHAM, NC** - According to Datacraft Solutions' CEO, Stephen Parker, "In an effort to expand our offerings into India, we have entered into a partner agreement with the Kaizen Institute, the leading lean consulting service organization in India. With the rapid growth of manufacturing in India, there is an opportunity to promote our software and services through the Kaizen Institute.

Jayanth Murthy, a Director at the Kaizen Institute ([www.in.kaizen.com](http://www.in.kaizen.com)) in New Delhi, suggested, "India is witnessing significant increases in manufacturing investments and Indian multinationals are eager to compete in global markets. Kaizen Institute is seeing a tremendous increase in requests from customers for pull-based, demand driven supply chain solutions which provide annualized savings and increase global competitiveness in lean manufacturing. Through our new partnership with Datacraft Solutions, Kaizen Institute can provide a best-of-breed technology to the Indian market."

The founder and chairman of the Kaizen Institute, Masaaki Imai, articulated the firm's philosophy: "Our key to success is to make our clients experts." The Indian branch of the Kaizen Institute publishes an e-newsletter, Kaizen Magic, because of the belief that Kaizen can bring a transformation of organizations that is truly magical.

**Datacraft Solutions** ([www.datacraftsolutions.com](http://www.datacraftsolutions.com)) delivers a revolutionary digital kanban process of automation solutions to lean manufacturers through a secure Internet gateway, eliminating the need to install and maintain a complex IT infrastructure. The company has experienced significant growth in the past two years by eliminating complicated, expensive, time-intensive software implementations as well as extensive training regimens and the need for internal support. Datacraft Solutions' replenishment supply chain digital kanban system allows customers to access and utilize powerful lean benefits immediately for a low, predictable monthly fee. Services are scalable so manufacturers can design an appropriate digital kanban solution.

Web Site: <http://www.datacraftsolutions.com>

Contact Details:



Datacraft Solutions  
604 W. Morgan St.  
Suite B-9  
Durham, NC 27701  
800-819-5326

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