

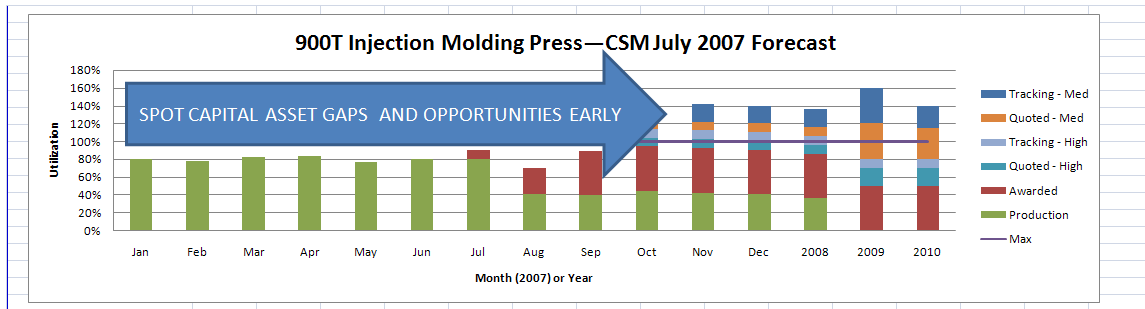
Saphran Solutions predicts the future to enhance profitability *Local entrepreneur provides forward financial management software*



[Saphran Solutions](#) is a Farmington Hills-based developer of software modules that help automotive suppliers efficiently manage quoting and forecasting processes. Founded in 2001 by veteran automotive strategic planner Kenneth Bassey, who left a large automotive supplier to pursue his entrepreneurial spirit, the company incorporates Toyota Production System and lean manufacturing practices to improve the efficiency and accuracy of the commercial process used by custom manufacturers including automotive suppliers.

Saphran offers products for two critical supplier functions: PartBase for long-term part forecasting, and QuoteBase for quoting and cost planning. PartBase utilizes an exclusive relationship with [CSM Worldwide](#) Automotive OEM Production Forecasts to produce comprehensive data allowing suppliers to analyze a broad range of “what if?” scenarios to identify strategic opportunities that drive business success. QuoteBase is an automated, database-driven tool that allows suppliers to expedite the quote cycle and decrease quoting errors through configurable quote calculations.

Both products incorporate many user-friendly, convenient features, including automated workflow, centralized data storage and format translators to submit quotes in customers’ preferred format, as well as a subscription-based vehicle forecast download.



Customers are reporting improved future business projection accuracy over 50 percent, which reduces inventory costs and capital equipment investments.

The company also offers an enterprise integration engine to share data with ERP, PLM and financial systems.

In 2005, Saphran acquired seed funding from Automation Alley to boost its sales and marketing efforts and grow its customer base. Since then, the company has experienced 100 percent growth year over year, recently signing customers including Delphi Interiors, Gentex, ITW and DriveSol. Saphran’s commitment to customer satisfaction and delivering business value has garnered the company many customer referrals to support exceptional growth.

In the future, Saphran expects to sustain its current growth rate, achieving 100 percent growth in 2008. The company is tapping its “first mover” and market leadership position to stay ahead of industry trends toward streamlined and integrated commercial processes.