



PRESS RELEASE

Agilea Holding Becomes DDI Global Affiliate and Co-Branding Partner

Seattle, March 6, 2018.

Today the Demand Driven Institute announced that Agilea Holding has earned Global Affiliation status. Agilea Holding, a company that has consulting, education and research companies dedicated to the Demand Driven methodologies has been a leader in the development and dissemination in France and across Europe. With their recent expansion into the United States, their development of various experiential simulations as well as their active role in formal academic peer reviewed research they have quickly become a global player in Demand Driven Adaptive Enterprise methods. According to Carol Ptak, co-founder and Partner at the Demand Driven Institute, "Agilea has been a true leader in advancing these methods in industry and academia. We are delighted to see their continued growth and commitment and look forward to their future accomplishments on the global stage."

Additionally the Demand Driven Institute also announced a co-branding agreement for three experiential simulations developed by Agilea. Chad Smith co-founder and Partner at the Demand Driven Institute said "We immediately recognized the time, energy and thought that went into these simulations and this agreement allows these simulations to use DDI content to supplement the learning experience and make these simulation tools a very powerful learning experience. These experiences will be used throughout the world to help people how to move forward with the Demand Driven Adaptive Enterprise Model. Agilea's escalation to Global Affiliate status recognizes the impact of France on the Demand Driven body of knowledge that has been made possible by Fapics. (the French association for supply chain management)."

Phillipe Bornert, head of Agilea Holding called the affiliation status, "an honor and a proof of DDI's confidence in us." He continued, "Since 2013 we have been totally convinced that these new methods and standards are the future. We have invested heavily in implementation projects, training and R&D to support DDI in their roll out."

More information about the Demand Driven Adaptive Enterprise Model is available on the Demand Driven Institute's website: www.demanddriveninstitute.com.