



PRESS RELEASE

For Immediate Release

Campfire’s Solutions Enable Stoneridge to Successfully Model Production Forecasts to Drive Financial Performance

Software utilization empowers automotive suppliers to make informed, data-driven decisions

ANN ARBOR, MI – July 2, 2024: Campfire Interactive, Inc. (Campfire), provider of the leading solution for portfolio profitability management, has announced the utilization of its Program and Portfolio Management solutions with a key customer, Stoneridge, Inc., a global designer and manufacturer of highly engineering electrical and electronic vehicle systems.

Campfire solutions allow companies to make informed, confident decisions with speed. The software allows companies to standardize data processes to improve forecast accuracy. With the capability to create and update both short and long-term sales forecasts in a matter of hours rather than days or weeks, Campfire enhances operational efficiency. This streamlined approach provides greater visibility into business operations, enabling proactive decision-making to drive growth and profitability.

“Traditional methods to gain business insights and model *what if* scenarios are no longer sufficient,” said Dan Meyer, president, Campfire. “Business has become too complex, and to maintain a profitable business, you must be able to quantify and respond to disruptions on a global scale.”

Campfire allows manufacturers to seize opportunities to maximize performance and profitability and for companies like Stoneridge, this has proven to be a competitive advantage.

Scenario Modeling in Action

Specifically, Stoneridge unlocked the full potential of Campfire’s forecasting capabilities to model event scenarios and to drive contingency planning during a recent auto workers labor strike that impacted production in the North American automotive end-markets in the second half of 2023. Stoneridge’s data analytics and business planning teams modeled a series of scenarios to predict business impacts down to the part number level. Stoneridge’s speed and flexibility, driven in part from the data and insights generated from Campfire, allowed the Company to develop and implement global contingency plans.

“Our teams turned to Campfire to manage the ever-changing scenarios during the strike,” said Jeffrey Philbin, director of business planning at Stoneridge. “The software’s speed and flexibility

provided the necessary insights to anticipate uncertainties and confidently address the strike's impact on labor, production schedules, and ultimately profitability.”

Stoneridge continues to engage with Campfire solutions to navigate today's complex manufacturing environment.

Meyer added, “This is exactly the ambition of Campfire – to be mission critical for our customers in helping them achieve results not previously possible.”

About Campfire Interactive, Inc.

Thousands of users in medium size to Fortune 500 companies use solutions developed by Campfire Interactive, Inc. to identify, plan, develop and execute their product portfolios. Business processes addressed by Campfire include opportunity management, sales forecasting, market share management, cost, and price estimation, change cost management and project portfolio management. Customers choose Campfire solutions for its unique and powerful capabilities for making critical business decisions that span financial, engineering and timing information.

For more information visit www.cfi2.com.

About Stoneridge

Stoneridge, Inc., headquartered in Novi, Michigan, is a global designer and manufacturer of highly engineered electrical and electronic systems, components, and modules for the automotive, commercial, off-highway and agricultural vehicle markets. Additional information about Stoneridge can be found at www.stoneridge.com.

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