



## **Cisco, D.W. Morgan Team on Supply Chain Management**

Sep 21, 2005

Frontline Solutions

Sept. 21, 2005 -- Cisco Systems Inc. now offers a solution that links business applications throughout the supply chain via Internet Protocol. The Cisco Demand Driven Supply Chain (DDSC) solution, the second offering from the Cisco Intelligent Networked Manufacturing strategy, enables customers to better integrate information and processes spanning the entire manufacturing workflow.

Cisco has teamed with D.W. Morgan to provide Fortune 1000 manufacturers supply chain expertise and logistics planning with the Cisco DDSC solution.

"The days of individuals forecasting and reforecasting are coming to an end. Demand changes in a flash, and as supply chains become more outsourced and global, sensing these changes becomes tougher. The answer is the Cisco Demand Driven Supply Chain, a solution for real-time collaboration that helps ensure all links of the value chain are active participants," said Scott Westlake, Worldwide Manufacturing Industry Marketing Lead, Cisco Systems. "We are excited to be working with D.W. Morgan, one of the true leaders in the supply chain optimization services industry."

"What's needed to serve the new, all-powerful consumer is a new kind of supply system," said D.W. Morgan President David Morgan. "Morgan and Cisco provide exactly what's needed -- an intelligent network in every sense of the word: networked hardware, networked communication and networked collaboration management with industry-leading security features. Whether you embrace this demand-driven supply chain or ignore it can determine whether you dominate your industry or go out of business in the years ahead."

The Cisco DDSC solution includes Cisco Integrated Services Routers, wireless LAN solutions, integrated security, and IP Communications and voice solutions.

[www.cisco.com](http://www.cisco.com)