



## **D.W. Morgan Debuts Online Tools for World Cargo Alliance**

*By Editorial Staff*

*New solution to allow WCA members to manage shipments globally, collaborate with supply chain partners in real time*

Pleasanton, CA — March 11, 2005 — Supply chain services company D.W. Morgan Company has rolled out a new suite of online tools to allow members of the World Cargo Alliance to manage shipments globally and collaborate with supply chain partners in real time.

The new ChainLinq Collaborative Supply Chain software will allow WCA members to track goods in real time, produce shipping documents, automate notifications and create on-demand reports and graphs of various types of data, the solution provider said.

Morgan debuted the new tools to attendees at the recent World Cargo Alliance 2005 conference in Bangkok, Thailand. A pre-release pilot program will be initiated with selected WCA members in May, Morgan said. The software will be released to all WCA companies in July.

In addition, Morgan said it is making its leading-edge supply network optimization consulting services available to WCA members and their clients.

"Morgan has forged its reputation as a thought-leader by helping our Fortune 100 clients create solutions for virtual fulfillment, supply network visibility, regulatory compliance and global production," said company CEO David W. Morgan. "We're pleased to share this knowledge with the member companies of the World Cargo Alliance, so that they can help their clients thrive in a distributed, global production environment."

World Cargo Alliance, a global network of independent freight forwarders, includes representatives from more than 80 countries. The theme of the 2005 gathering in Thailand focused on the theme of "Partnering for the Future" and laid out WCA plans to expand the network of businesses presence in a number of burgeoning world regions in order to bolster member opportunities and to better coordinate WCA activities on a global basis.

Founded in 1990, Morgan has a customer base that includes such companies as HP, Kaiser Permanente, B.F. Goodrich and Cisco Systems. The company is headquartered in Pleasanton, Calif.

**For more information on the latest trends in the logistics space, see the article "[The Analyst Corner: Fulfillment & Logistics](#)" in the October/November 2004 issue of *Supply & Demand Chain Executive*.  
**Companies mentioned in this article** [D.W. Morgan Company](#)**