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News

D.W. MORGAN DEVELOPS IPHONE APPLICATION TO COMMUNICATE REAL-TIME DATA FOR CUSTOMER SHIPMENTS AND DELIVERIES

- iPhone application enables real-time reports and electronic signatures for customer shipments and deliveries
- iPhone allows Morgan to more tightly manage customers' supply-chain moves
- iPhone app being rolled out in Austin, Texas; global coverage by May
- Web 2.0 technology puts Morgan on cutting edge of supply-chain services

PLEASANTON, CALIF., February 24, 2009 — The **D.W. Morgan Company** has developed an application for the Apple **iPhone** to communicate real-time shipment tracking reports and recipient signatures to its global customer base. The iPhone application is integrated into the company's **ChainLinq® Suite** of transportation and inventory-management applications.

As a leading supply-chain consulting, transportation management and logistics services firm, D.W. Morgan will use the iPhone for enhanced electronic communications between dispatchers, drivers and warehouse personnel. The driver will receive pick-up and delivery instructions via the Web 2.0-enabled iPhone and use the cutting-edge device to file status reports and obtain an electronic signature at the point of delivery.

In addition, the new service integrates the iPhone's GPS features, providing the exact location of a delivery, which can then be displayed visually on a Google Earth map. This tracking data, delivery notification and imagery is available to customers in real time via the D.W. Morgan Web site.

"We coordinate critical, can't-fail movements of goods for our customers," said David W. Morgan, CEO and founder of D.W. Morgan Company. "The iPhone app enhances our ability to provide better information and tighter management of these assignments than our competitors do. For us, real time really happens in real time."

The iPhone helps Morgan's clients realize just-in-time, on-demand logistics by providing the technology and communications infrastructure to make it work, thereby reducing operational costs and improving efficiencies.

"Real-time communication and getting things right is a necessity rather than a luxury in today's fast-paced, supply-on-demand, global marketplace," Morgan

added. "Because we can now provide electronic signatures in real time, we and our customers will know immediately when a delivery was made, where it was made and who signed for it."

The advantage of using the iPhone, rather than developing a proprietary software package like those used by other supply-chain services, is that it:

- Is an off-the-shelf communications device optimized for Internet protocols
- Has the broadest cellular network support internationally, with service in 85 countries, unlike other popular cell-phone services, which have limited compatibility overseas
- Minimizes the cost of application development through modular tools provided by Apple
- Is readily adaptable as additional technological advances are introduced

Adrian Trevino, receiving manager for the Austin, Texas, operations of Singapore-based Flextronics, said: "Morgan is high-tech. Real-time communication is critical to delivering cost-effective engineering and manufacturing services in our highly competitive business, and with the new iPhone application, we can more effectively schedule and deliver products to our OEM customers."

D.W. Morgan is rolling out the new service within its Austin operation, where it serves a number of customers, including Cisco Systems and Flextronics. The company expects to have it deployed worldwide by the end of May.

"With the iPhone, we can more tightly manage our customers' supply-chain moves and keep our customers informed minute by minute," Morgan said. "This provides peace of mind in the high-stakes game of global competition.

"That is an advantage of being a boutique supply-chain logistics company," Morgan added. "We have the agility to respond quickly to technological innovation, adapt it to our needs and better serve our customers worldwide."

About D.W. Morgan

D.W. Morgan Company helps the world's top manufacturers provide Supply On Demand[®] for their clients. By combining transportation management and logistics services with a flow of coordinated, real-time information and strategic consulting, Morgan dramatically improves efficiency and reduces costs—while maximizing flexibility. Since 1990, Morgan has served a Who's Who of leading businesses, including Cisco Systems, Lockheed Martin and Applied Biosystems. Morgan has received numerous industry awards and has twice been named Cisco Systems Supplier of the Year. Morgan is certified as a Corporate Plus[™] minority-owned business by the National Minority Supplier Development Council. The company's headquarters is located in Pleasanton, Calif., and it has regional offices throughout the United States. Morgan maintains overseas subsidiaries in Singapore, Malaysia, Hong Kong and South Africa, and provides services to more than 85 countries worldwide. To learn more about Morgan's products and services, please visit www.dwmorgan.com.