

Contact: Larry Edwards
Phone: (619) 944-8190
Email: ledwards@CookandSchmid.com



News

GRANT OPPERMAN, PRESIDENT OF SUPPLY CHAIN, LOGISTICS FIRM D.W. MORGAN, SPEAKS AT SUPPLY CHAIN FORUM, SEPT. 23

The Last Mile: Adventures in wild, uncharted regions of supply chain

PLEASANTON, Calif., Sept. 21, 2009—Grant Opperman, President and Chief Strategy Officer of D.W. Morgan Company, is speaking at the Supply Chain Optimization Forum, Sept. 22-23, in Atlanta, Ga.

His presentation— “The Last Mile: Adventures in those wild and uncharted regions of the supply chain, where visibility vanishes and business process dies from disregard” —is scheduled for Wednesday, Sept. 23, at 2:05 p.m.

Presentation abstract: Cross-company metrics, collaboration and business process drive efficiency the modern supply chain. Yet, these standards deteriorate as activity moves from the enterprise to its far-flung network of outsourced suppliers and manufacturing partners. In this session, learn how D.W. Morgan Company, which specializes in coordinating 'last mile' manufacturing operations, leveraged Apple's iPhone to provide a mobile, global platform for real-time information. (And, built its solution in six weeks flat!)

This year, the supply-chain management and transportation logistics company adopted the Apple iPhone as its mobile communications platform. Morgan also developed an application for the iPhone to communicate real-time shipment tracking reports and recipient signatures to its global customer base.

The iPhone helps Morgan's clients realize just-in-time, supply-on-demand logistics, reducing operational costs and improving efficiencies.

Also presenting at the conference are BPM Solutions, Supply Chain Council, Coca-Cola Enterprises, Software Ag, Manhattan Associates, U.S. Navy, IDS Scheer, Techstone, Mobility Solutions and Unisource.

About D.W. Morgan Company

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 operations 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.