

# project logistics



**A contract manufacturer turns to Morgan as it moves assembly lines across the world.**



## THE CHALLENGE

The manufacturer's strategy called for building new products close to its U.S. corporate headquarters—where engineering talent and management were at hand. But as each manufacturing process matured, the plan was to move that assembly line overseas to lower-cost factories. This strategy would also keep U.S. factory floor space free for future new products. But moving an entire assembly line is far more complex than a typical shipment. Requirements included staging, crating, special equipment for oversize/overweight pieces and a comprehensive project planning tool to track all aspects of the process.

## MORGAN'S SOLUTION

D.W. Morgan Company was ideally positioned to deliver a successful move: Because Morgan has equipment and personnel “on the ground” in the world's key manufacturing locations, our local staff were able to meet with client stakeholders at both the pickup and delivery factory sites. After a full assessment, Morgan's project management team presented a comprehensive proposal to the client—complete with an electronic project tracking tool to monitor each element of the job. The Morgan team paired this tool with a written standard operating process (S.O.P.) document for distribution to all parties.

Once the client signed off on all details, the Morgan implementation team swung into action at the pickup location. Working in close coordination with the client, Morgan crated all materials, staged the several-hundred-piece shipment, managed special equipment needs and oversaw air shipment to the overseas destination. On scene at the receiving factory, Morgan personnel recovered the airfreight and managed a phased delivery to the client's dock, again coordinating special equipment and executing according to the agreed-upon S.O.P. document.

The result was a flawless move of all equipment—on schedule and without incident. Based on the success of this initial assembly line move, the manufacturer continues to work with Morgan regularly on moves to multiple locations worldwide.

## KEY RESULTS

- Morgan's “on the ground” assets at both ends of the supply chain eliminate the potential for third-party issues.
- Provides continuous, real-time, online visibility of components and in-transit goods.
- Centralized management team provides single point of contact and standardized operating processes.
- Best-in-the-industry reliability and proven capabilities for high-security, high coordination moves.

## 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 and logistics services with a flow of coordinated, real-time information and strategic consulting, Morgan dramatically improves efficiency and reduces costs—while maximizing flexibility. Assets in key manufacturing locations worldwide enable the company to coordinate the critical 'last mile' of the supply chain and coordinate the most critical moves to and from these endpoints. 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. With operations offices worldwide, Morgan provides services to more than 85 countries.