

iPhone in Business



D.W. Morgan
Pleasanton, CA

Pleasanton, CA
D.W. Morgan

The Last Mile

Visibility in the wild and uncharted regions of the supply chain • 09.23.09

morgan[®]
SUPPLY ON DEMAND

Two Models For Improvement



vs.



Consistency to Every Last Mile



OR



D.W. Morgan Operations



★ Morgan Offices ★ Overseas Subsidiaries ★ Morgan Offices Opening 2009-10 ● Inventory Distribution Warehouses

Plus operations in more than 85 countries via World Cargo Alliance



How Fast is On Demand?



AS FAST AS 20 MINUTES

Just-in-time Deliveries

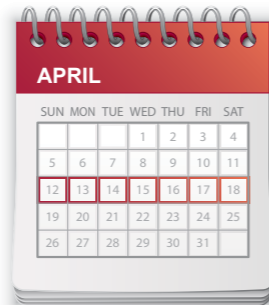
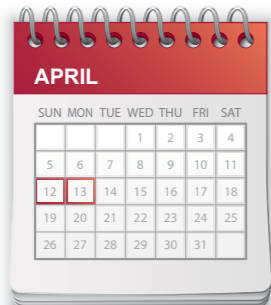
Example: VMI transportation support



FOUR HOURS, SAME DAY, OVERNIGHT

Mission-critical Deliveries

Example: WW Spare Parts Replenishment



DAYS TO WEEKS

High-Management Deliveries

Core Technologies

Enabling Technologies

JPEE: Java Platform Enterprise Edition

PHP / RoR-based presentation layer

Served to clients via secure web browser

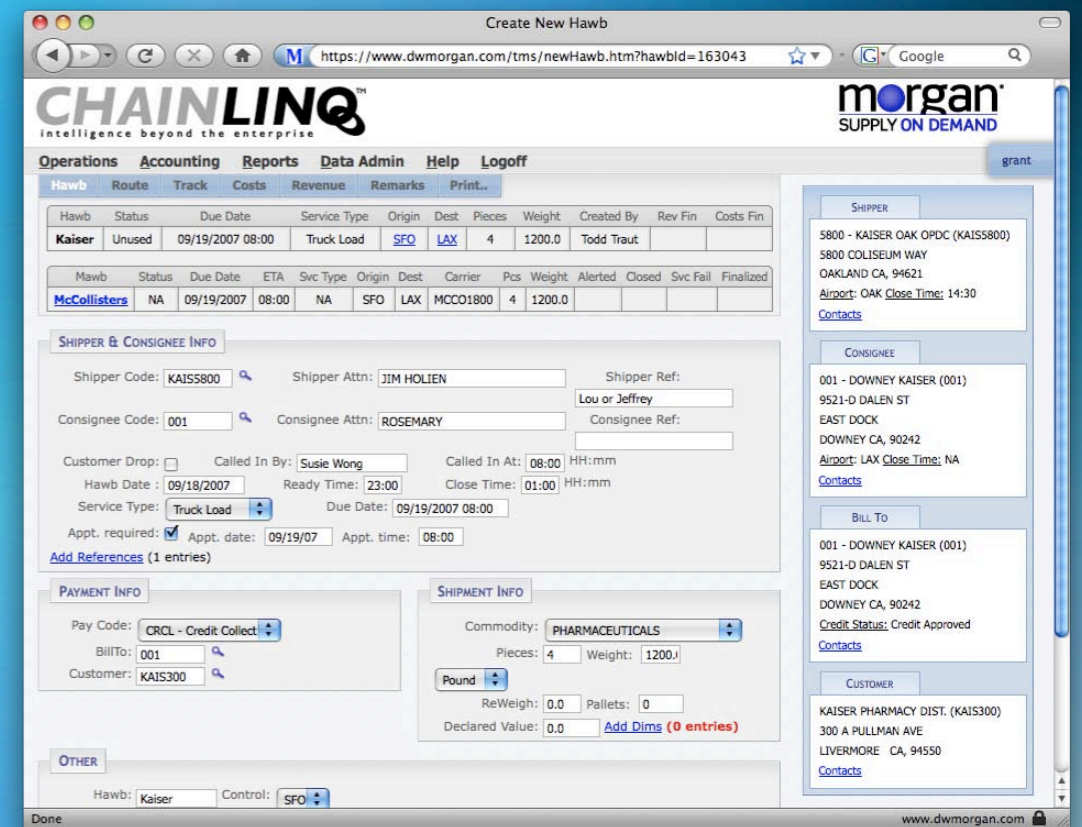
- Easy access, worldwide

Interoperability

Best: Web services layer for XML integration, where partners are able.

Good: EDI

Acceptable: Flat-file based SFTP, web-portal, email, etc.



In-transit Visibility

- Online, as-it-happens reporting
 - Satellite-views of current location worldwide; current transit data
 - Single integrated global system

Cisco Global VMI Transportation

morgan SUPPLY ON DEMAND

Key Global Metrics July 24
Total trips for day: 4 On-time: 100%
Deliveries Month-to-date: 23 Average Transit: 3 Hours 15 Minutes

Global VMI Movement

Asia Pacific
Laem Chabang (CTH)
Longhua (FOC)
Penang (JPE)

Date Shipped	HAWB, Docs.	Carrier Info.	Misc.	Due Time	Status
July 25, 2008	917260 Facsimile Bill	Morgan Truck #BJW208	---	7/25/2008 11:32am	Delivered
July 25, 2008	917262 Facsimile Bill	Morgan Truck #BJW211	---	7/25/2008 11:20am	Delivered
July 25, 2008	917253 Facsimile Bill	Morgan Truck #BJW211	---	7/25/2008 11:15am	In Transit
July 25, 2008	917261 Facsimile Bill	Morgan Truck #BJW209	---	7/25/2008 09:41am	Delivered
July 25, 2008	917251 Facsimile Bill	Morgan Truck #BJW201	---	7/25/2008 09:17am	In Transit

Cisco VMI Hub Transportation

Order #: JPE00000032
Time arrived at Customs: 1051 MST
Time arrived at Jabil Dock: 1132 MST
Time departed Customs: 1102 MST
Time in Transit: 3 Hours 2 Minutes

Truck ID: BJW208
Landmark Name: Customs
Latitude / Longitude: 5.323 / +100.202
Time departed: July 25, 2008: 11:02am MST

EMERGENCY LOCATOR

Cisco Global VMI Transportation

morgan SUPPLY ON DEMAND

Key Global Metrics July 24
Total trips for day: 4 On-time: 100%

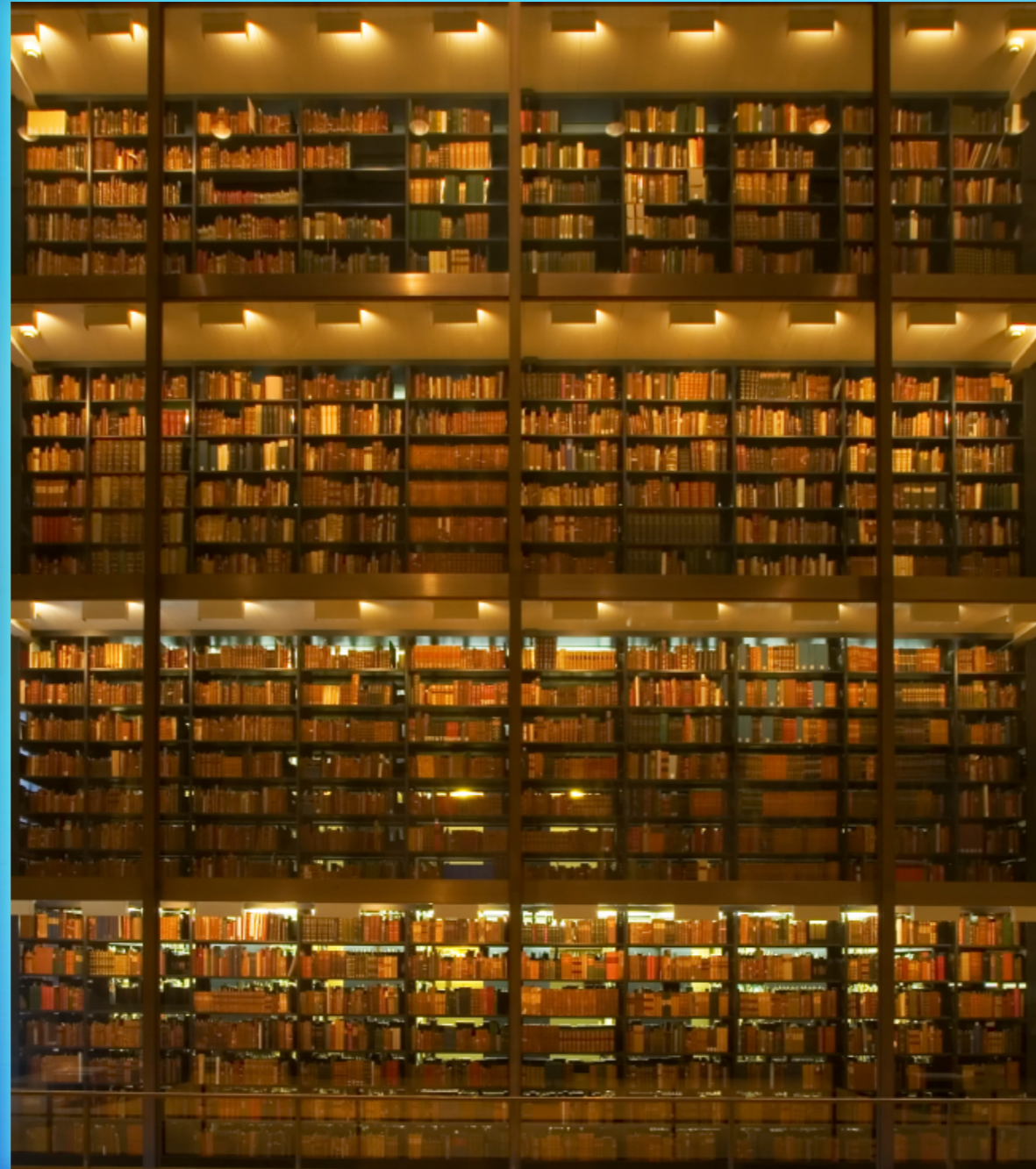
Delivery Receipt
From: Schenker Logistics Date: 07/21/2008
Address: Plot 74, Lorong Perusahaan Utama 4, Bukit Tengah In, Bukit Mertajam, Penang, None 14000.
Shipper's Contact Name: Mohd Azman Aziz Contact Phone No.: 604 6517153 Contact Email:
Consignee's Contact Name: Consignee's Phone No.: 604 6436660 Consignee's Email:

Bill of Lading
SI # / Reference: JPES00000169
PO #:
Prepaid Collect
Bill to Third Party yes no
Is this for Same Day Delivery? yes no
Is this a COOL? yes no
If yes, enter amount: \$
Dimensional Weight: \$

Received in apparent good order by Morgan or authorized representative subject to conditions printed on this company's tariff. By: *[Signature]*
Received in apparent good order by consignee (please sign in fully below): *[Signature]*

PCS	Date	Time	PCS	Date	Time	Please Print Last Name
<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>			

The Supply Chain Of **Babel**



Mobility: **The Status Quo Ante**

High Cost

Geographically Limited

Restricted Features

Technically Complex

What more could you ask for?

A Global Solution



≈ **Approximately**
100 Countries
(and more to come)

ChainLinq Mobile **Demonstration**



ChainLinq Mobile Demonstration

The screenshot shows a web browser window titled "Morgan - Technology" with the URL <http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201>. The browser's address bar includes a search engine icon and the text "Google". The browser's tab bar shows several tabs, including "Daily", "Cisco News (12)", "AVweb (28)", "AOPA News", "FPI Scheduler", and "AIFP". The browser's title bar shows "Morgan - Technology".

The website header features the Morgan logo with the tagline "SUPPLY ON DEMAND" and navigation links for "Home", "Sign In", and "Tracking". A secondary navigation bar includes "Company", "Solutions", "Technology", "Newsroom", "Careers", and "Contact Us". A banner image shows a close-up of a person's face.

The main content area displays the tracking information for "Tracking Number: Demo001201" with an "E-mail this page" link. The status is "On-time: In-transit". The details section includes:

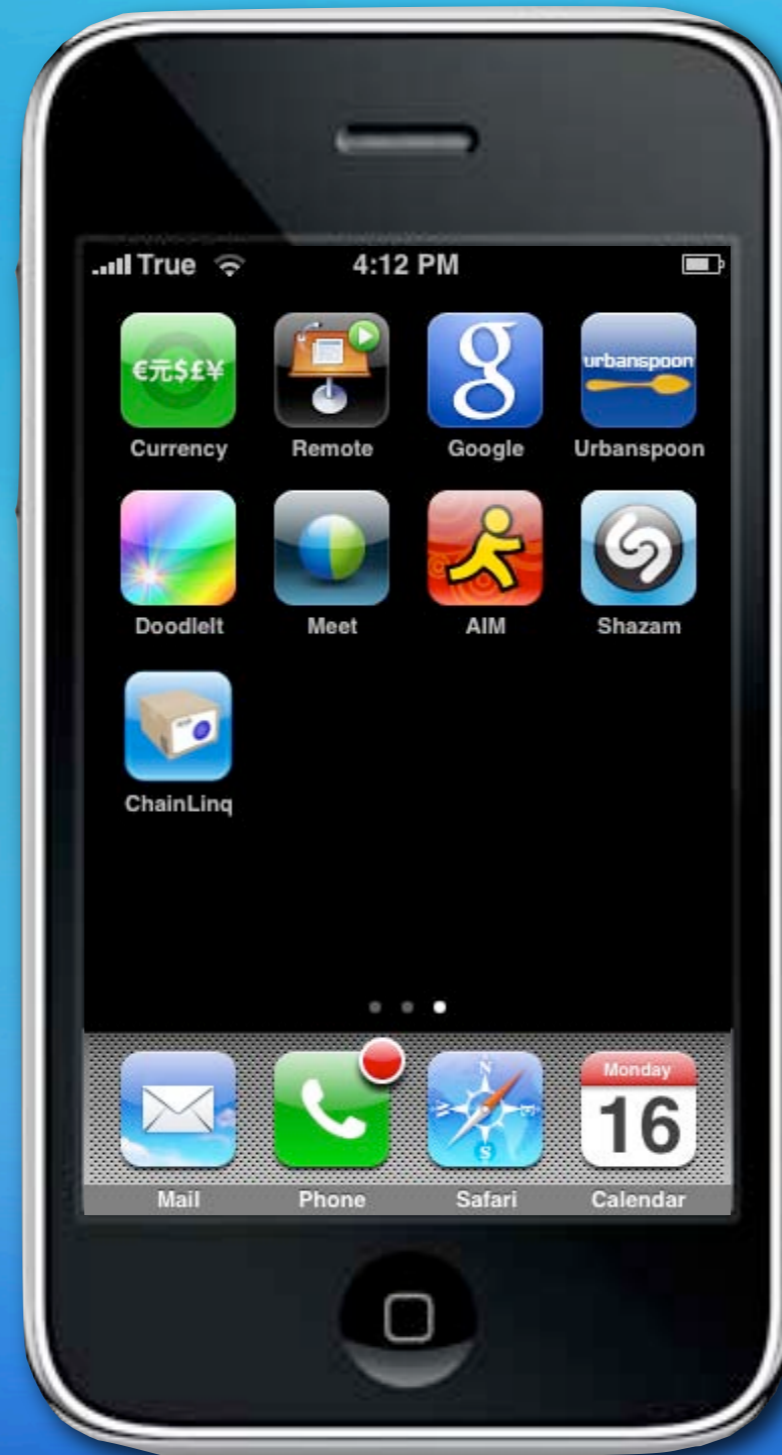
- Pickup Details**
- Scheduled Delivery Details**: Thursday, February 19, 2009, 5:00 PM local time
- Pieces**: 2
- Actual Weight**: 10 lb
- Shipment Destination**: JABIL CIRCUITS SJC, SAN JOSE, CA
- Shipper's Reference Numbers**

The right sidebar contains a "Tracking" section with an input field for "Enter Tracking Number" and a "Track" button. Below it is a "Developer Relations" section with a sub-section "Integrating with Morgan" that explains how to share information with supply chain partners and customers via XML and EDI protocols. It also mentions creating automated tracking links for any shipment.

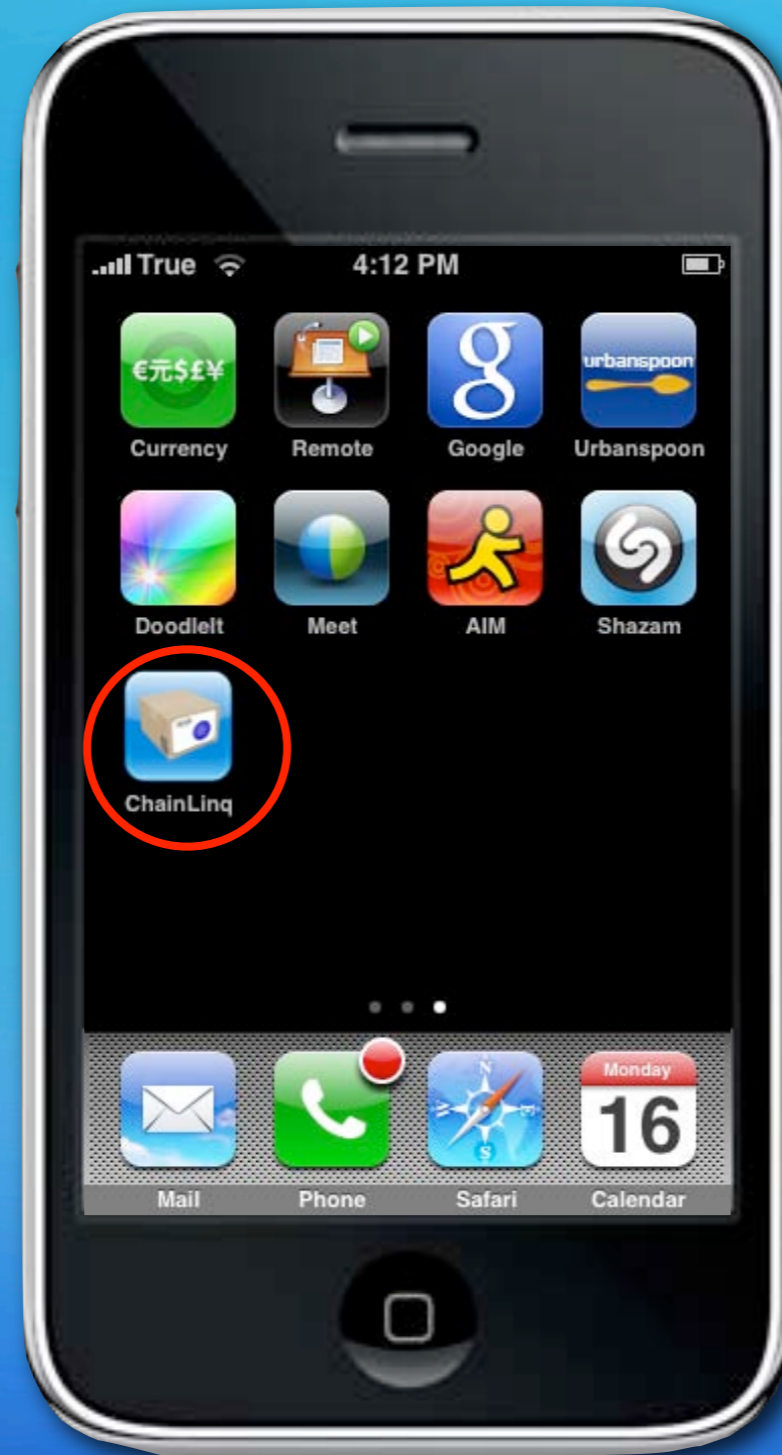
ChainLinq Mobile Demonstration

The screenshot shows a web browser window titled "Morgan - Technology" with the URL <http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201>. The page features the Morgan logo "morgan SUPPLY ON DEMAND" and navigation links for Home, Sign In, and Tracking. A menu bar includes Company, Solutions, Technology, Newsroom, Careers, and Contact Us. The main content area displays the tracking number "Demo001201" and a circled status "On-time: In-transit". Below this, shipment details are provided: Pickup Details, Scheduled Delivery Details (Thursday, February 19, 2009, 5:00 PM local time), Pieces (2), Actual Weight (10 lb), Shipment Destination (JABIL CIRCUITS SJC, SAN JOSE, CA), and Shipper's Reference Numbers. A right-hand sidebar contains sections for Tracking (with an input field and a Track button), Developer Relations, and Integrating with Morgan.

ChainLinq Mobile Demonstration



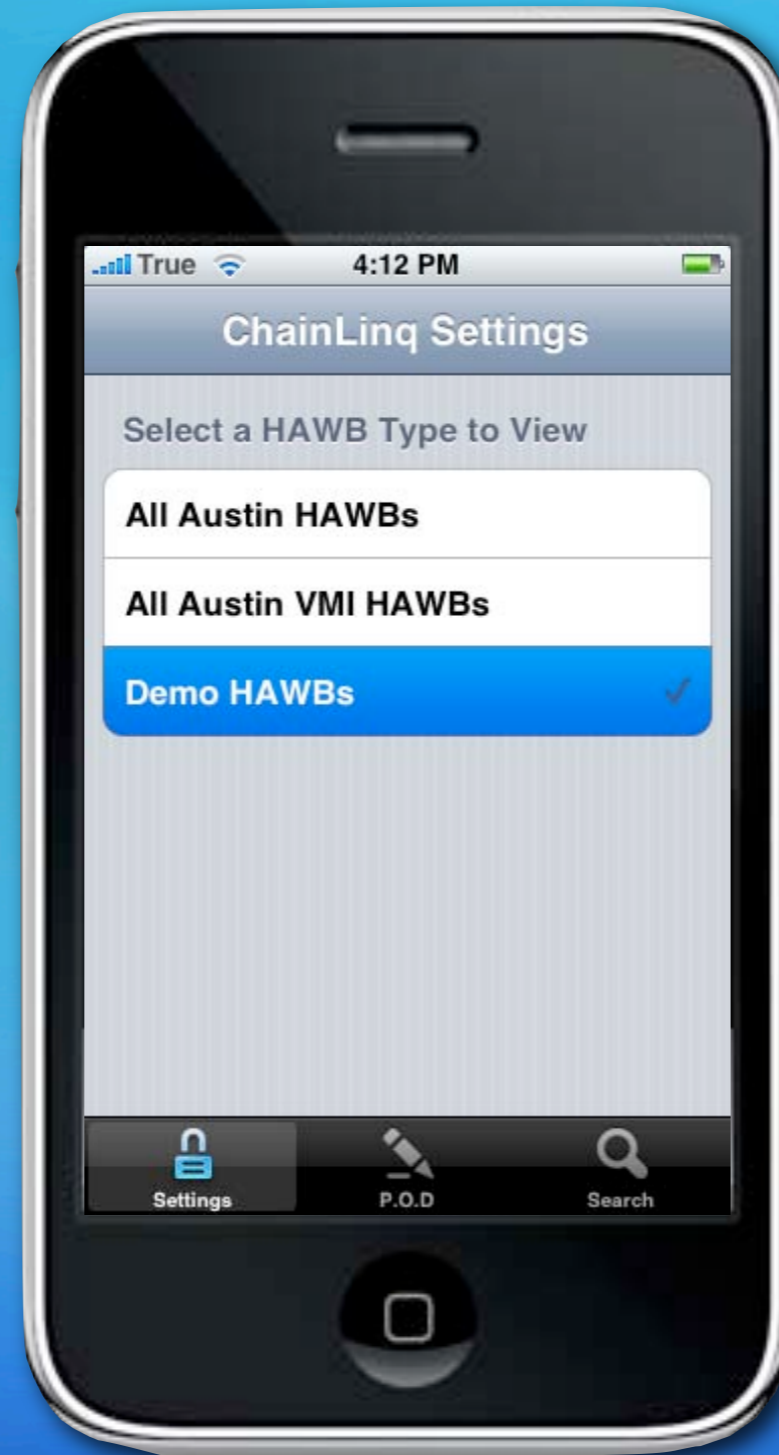
ChainLinq Mobile Demonstration



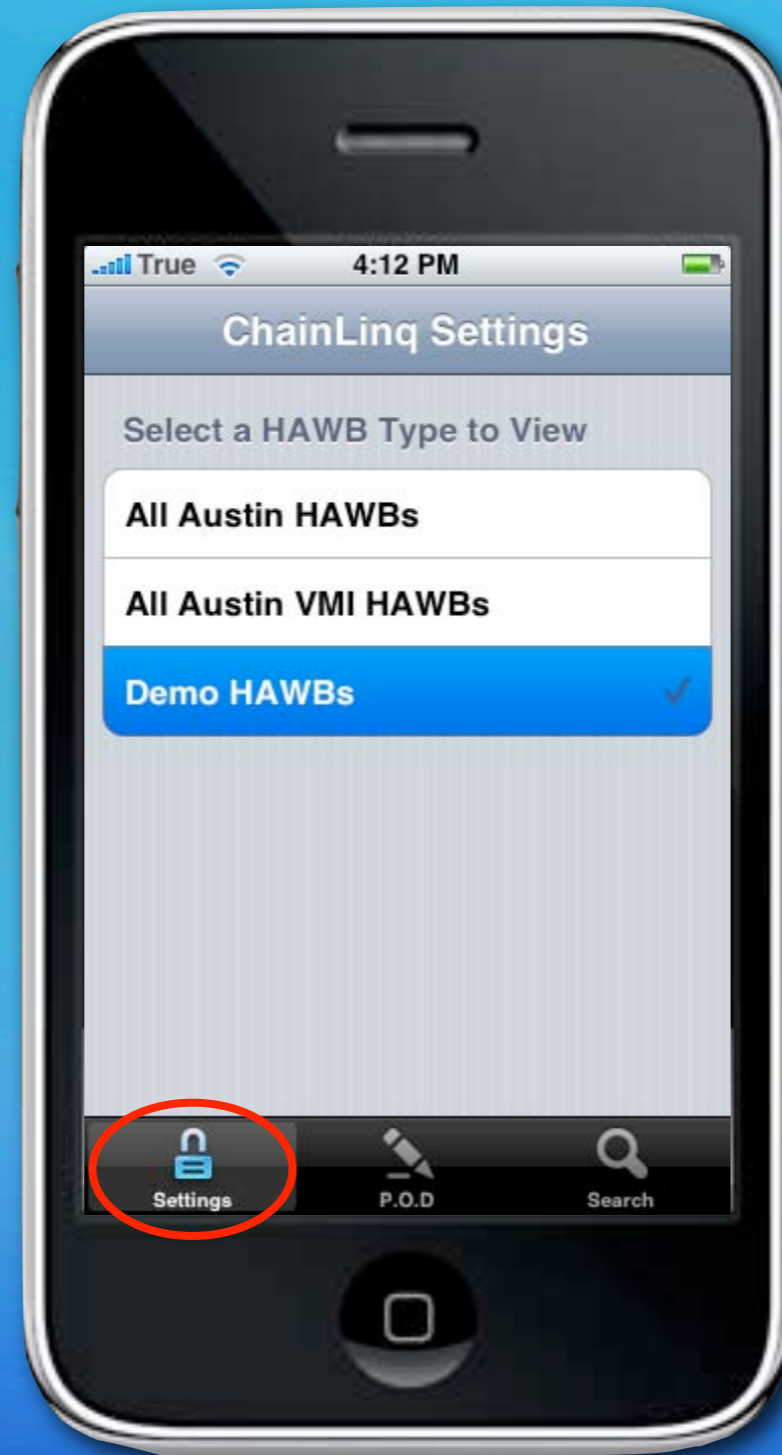
ChainLinq Mobile **Demonstration**



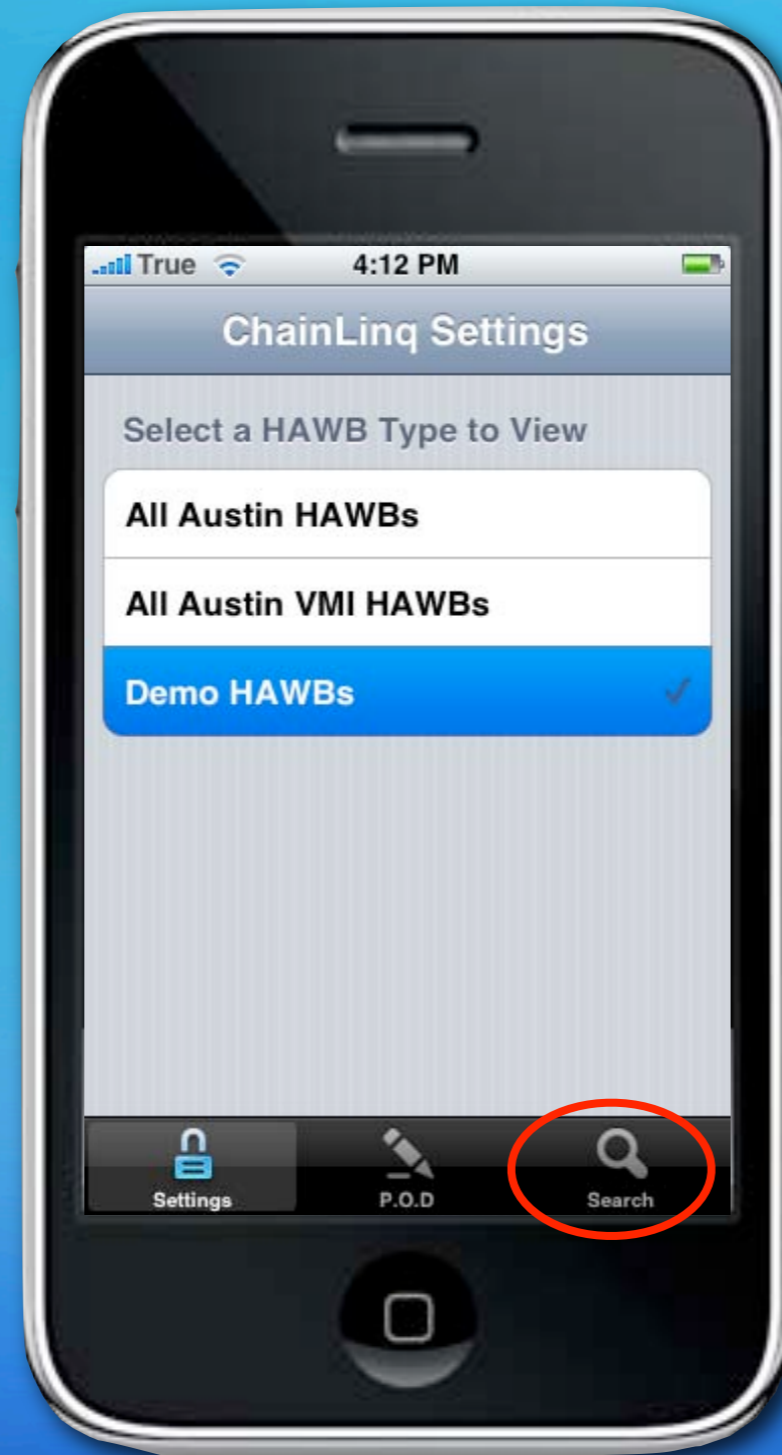
ChainLinq Mobile **Demonstration**



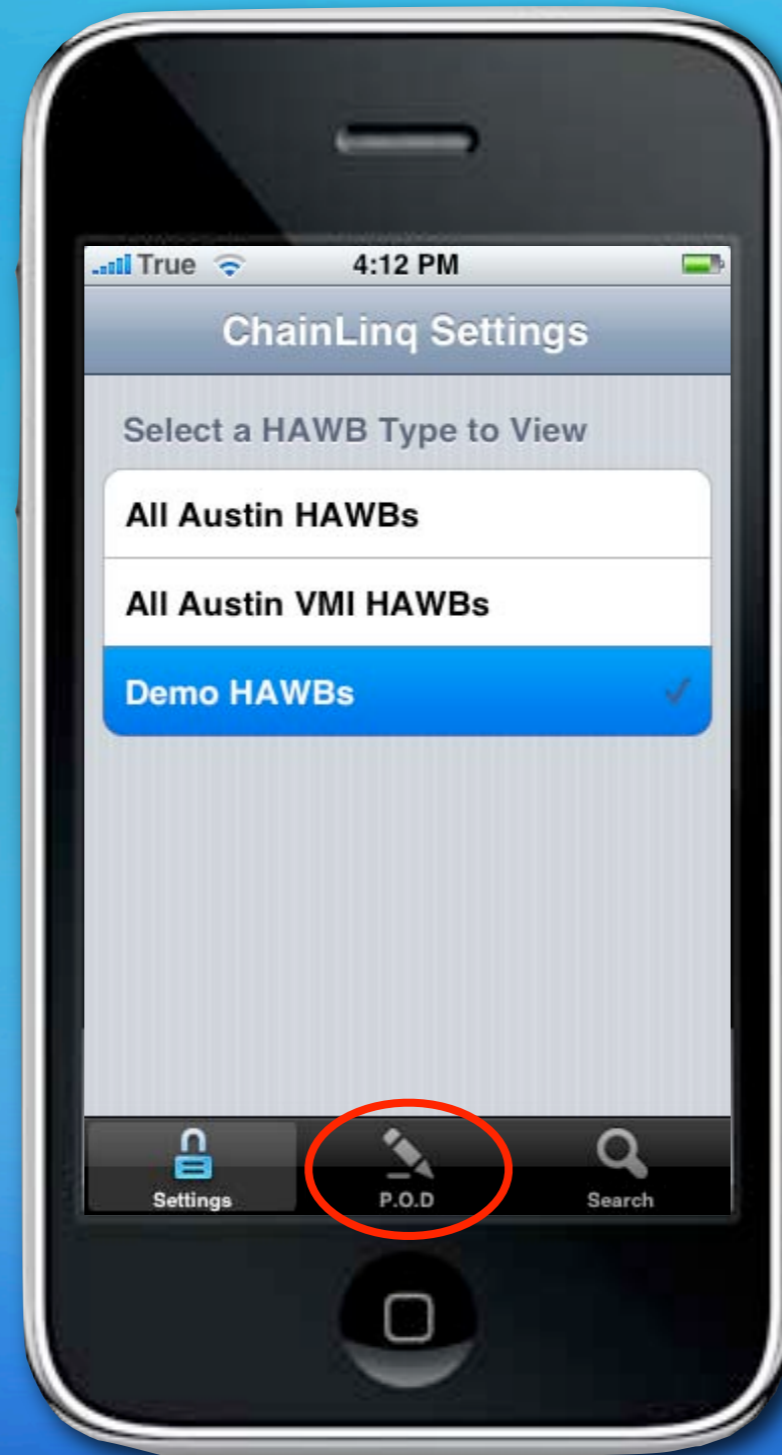
ChainLinq Mobile **Demonstration**



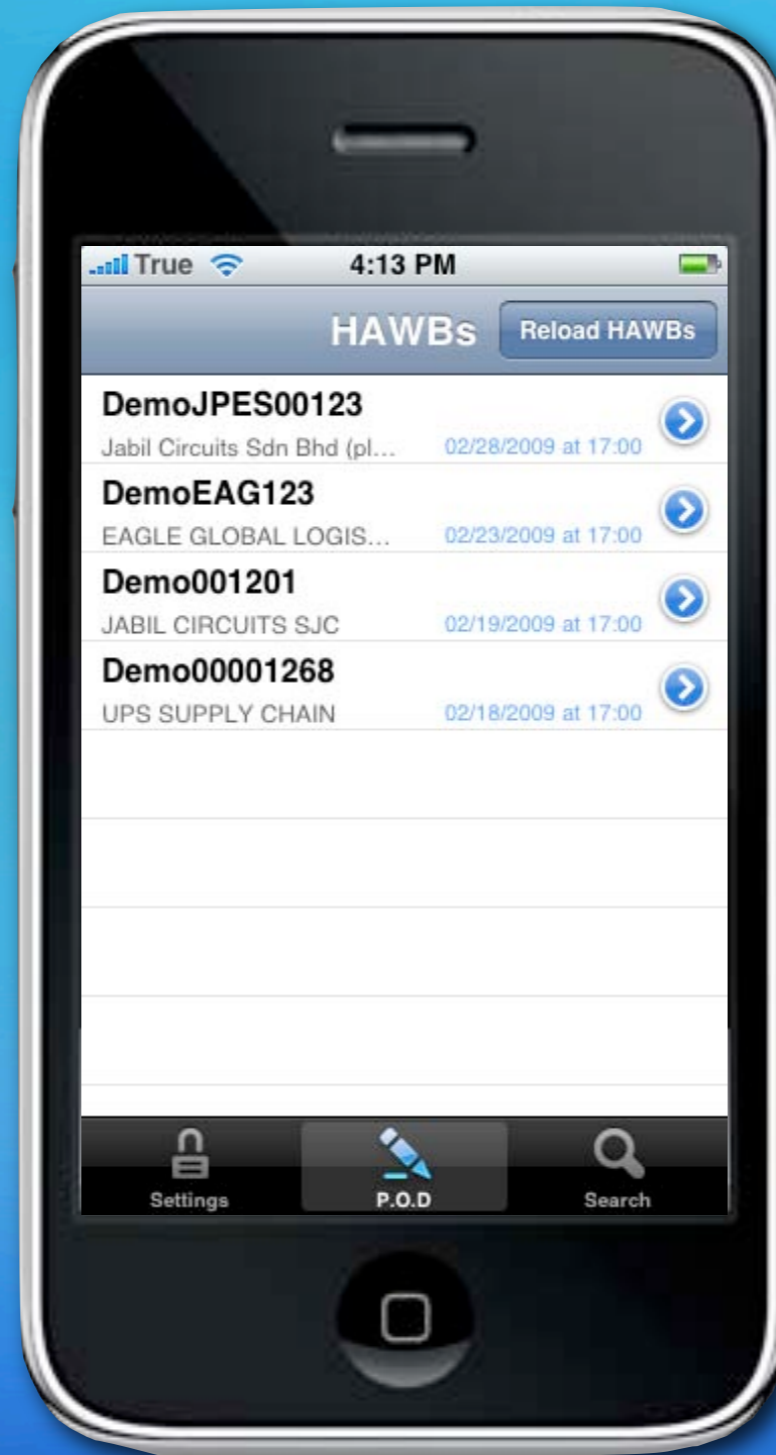
ChainLinq Mobile **Demonstration**



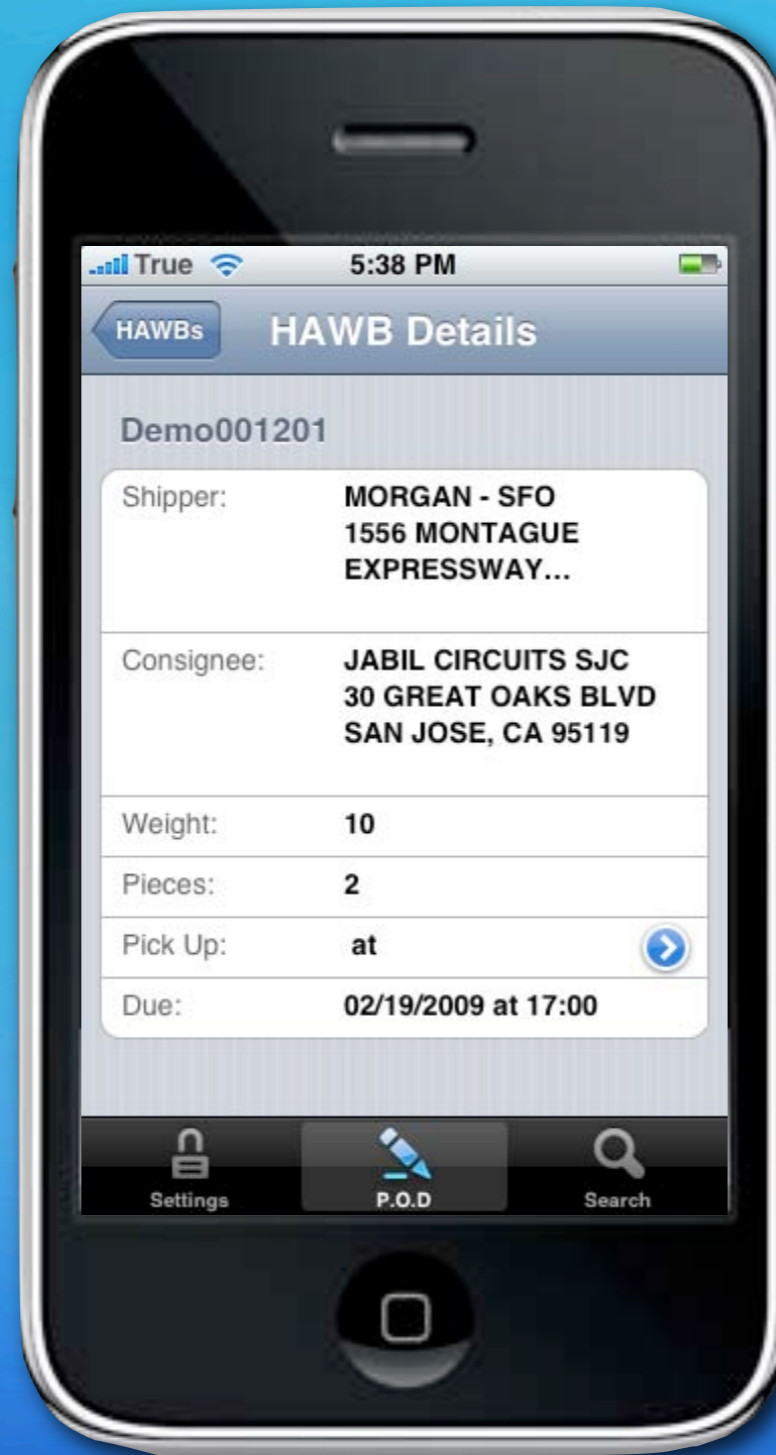
ChainLinq Mobile **Demonstration**



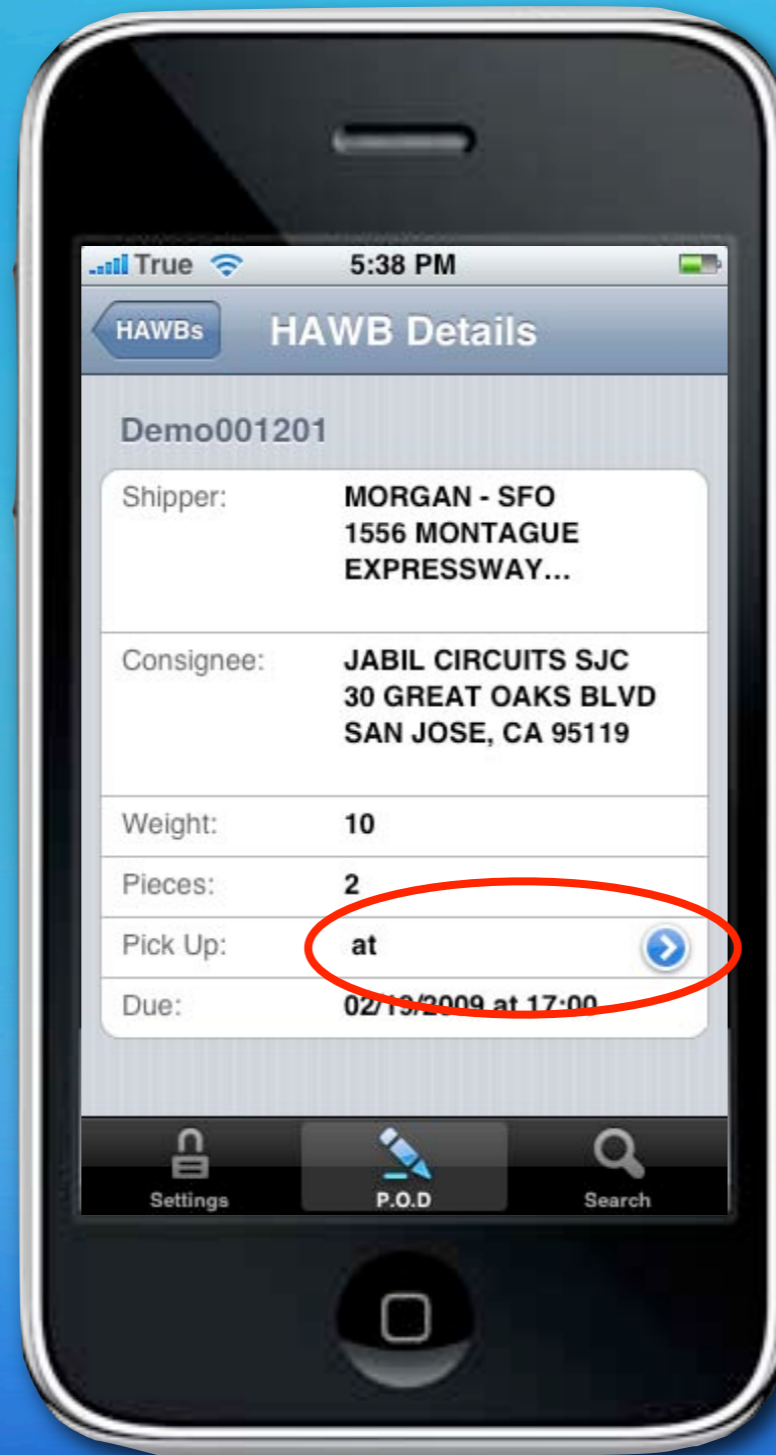
ChainLinq Mobile Demonstration



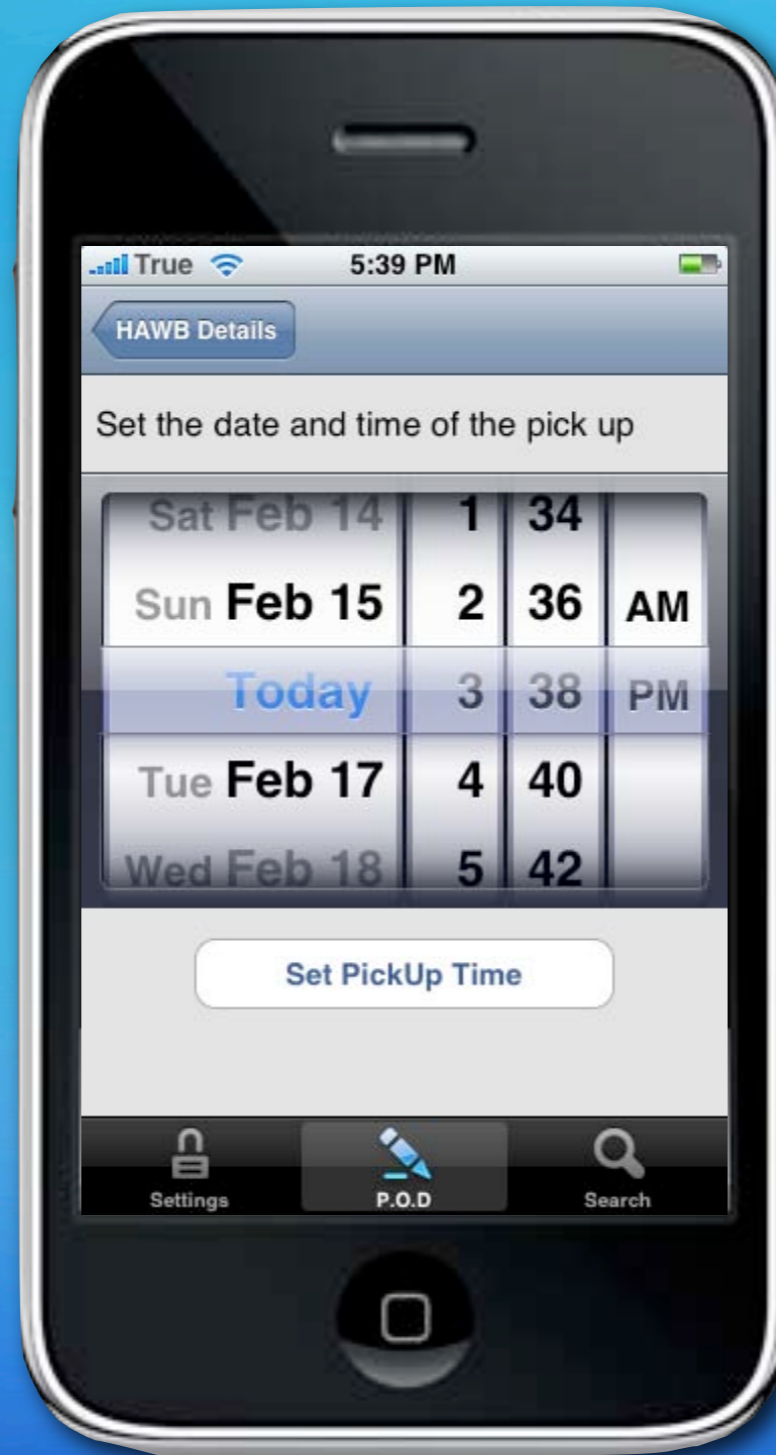
ChainLinq Mobile Demonstration



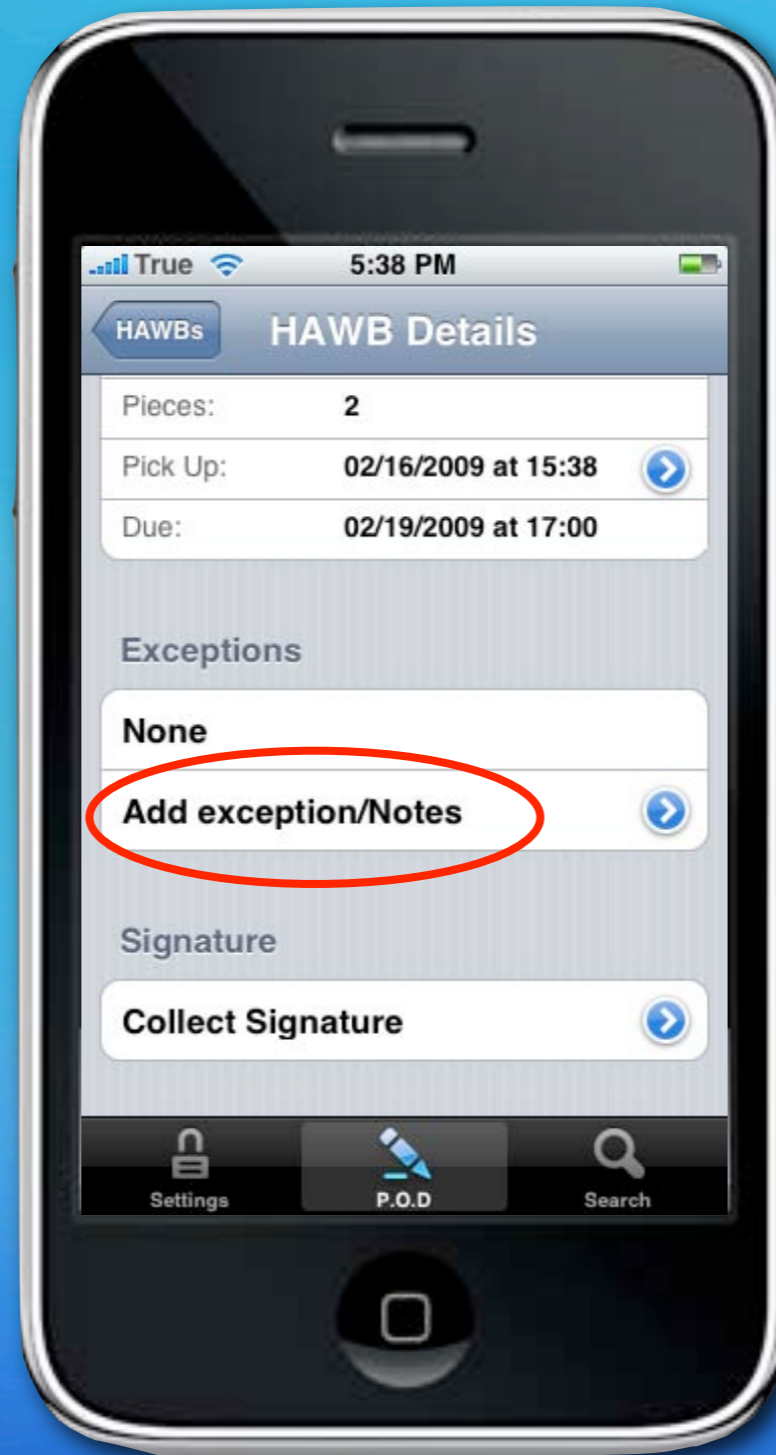
ChainLinq Mobile Demonstration



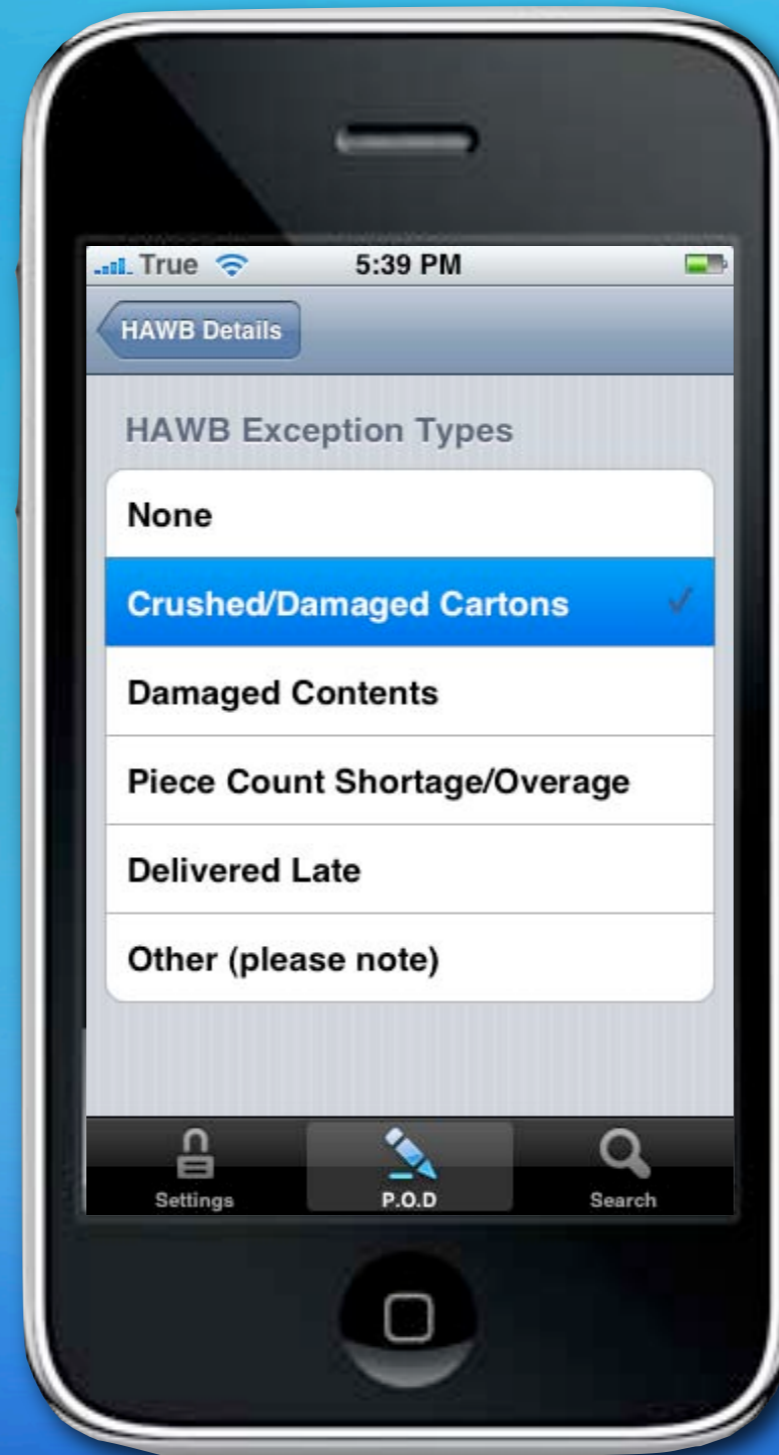
ChainLinq Mobile **Demonstration**



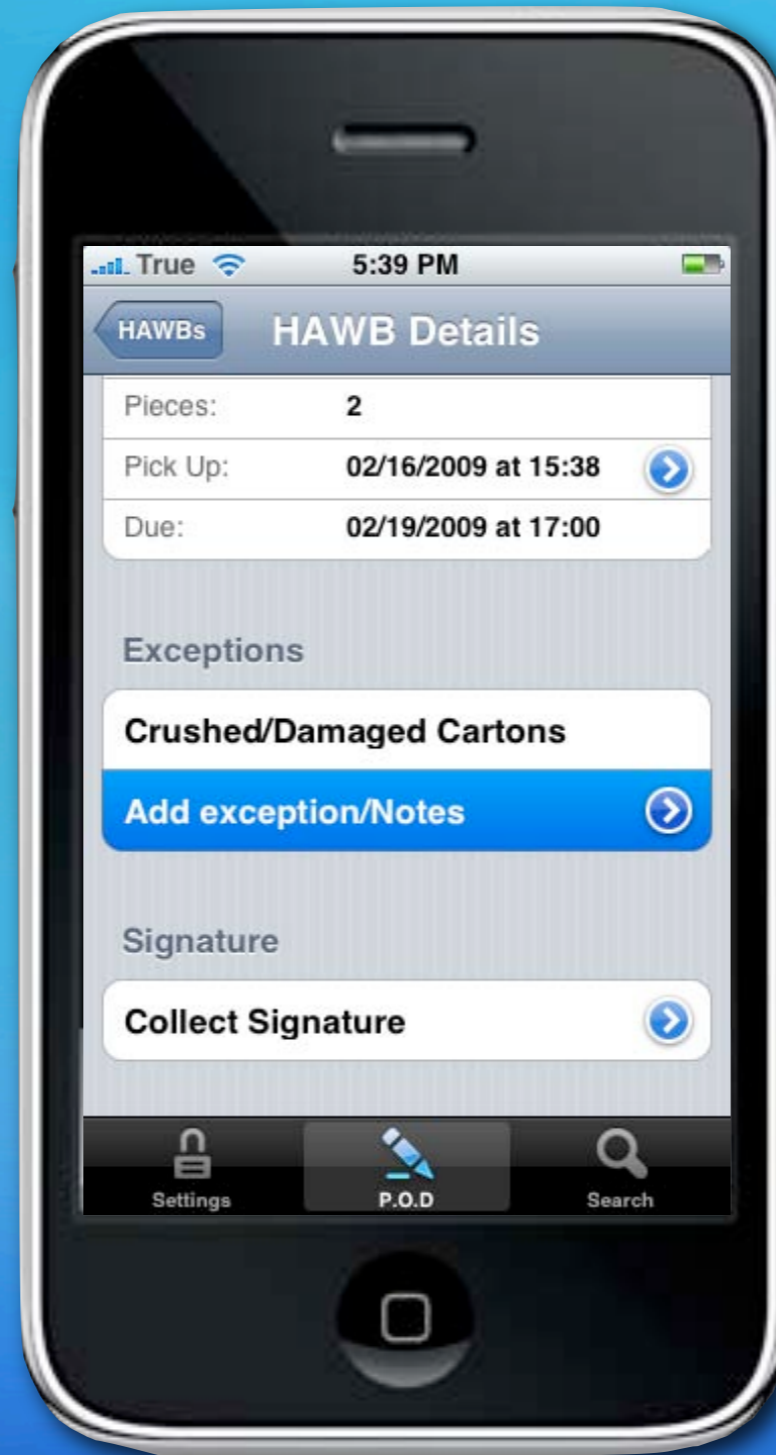
ChainLinq Mobile Demonstration



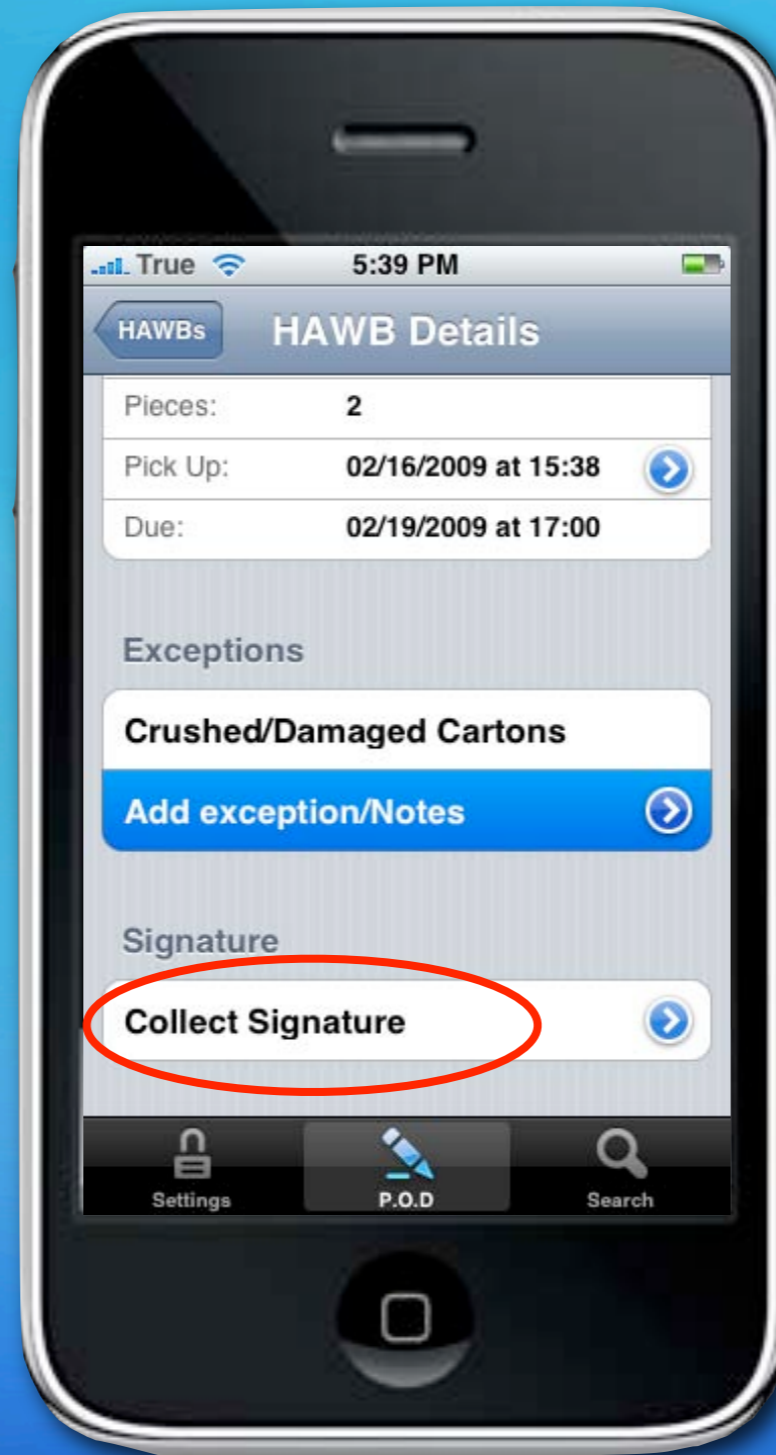
ChainLinq Mobile **Demonstration**



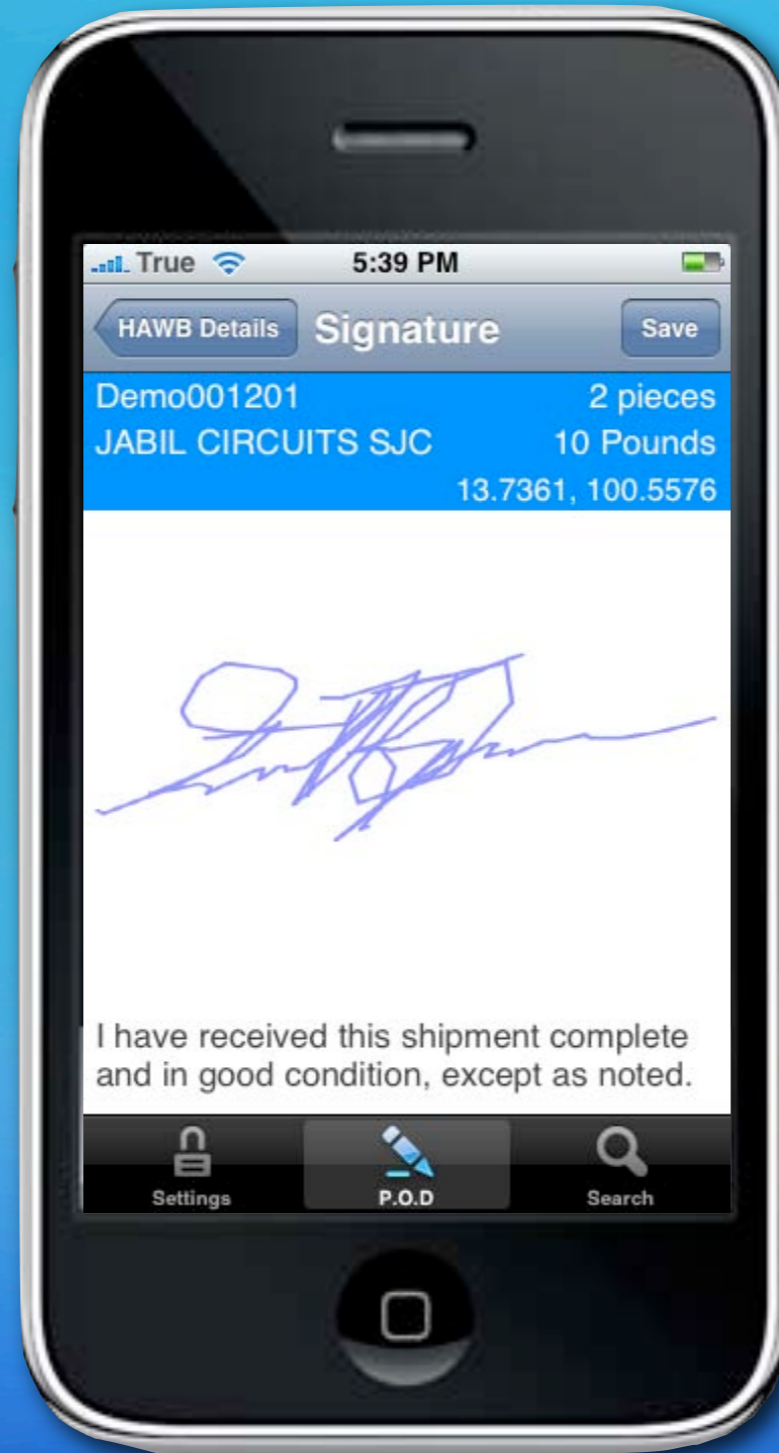
ChainLinq Mobile **Demonstration**



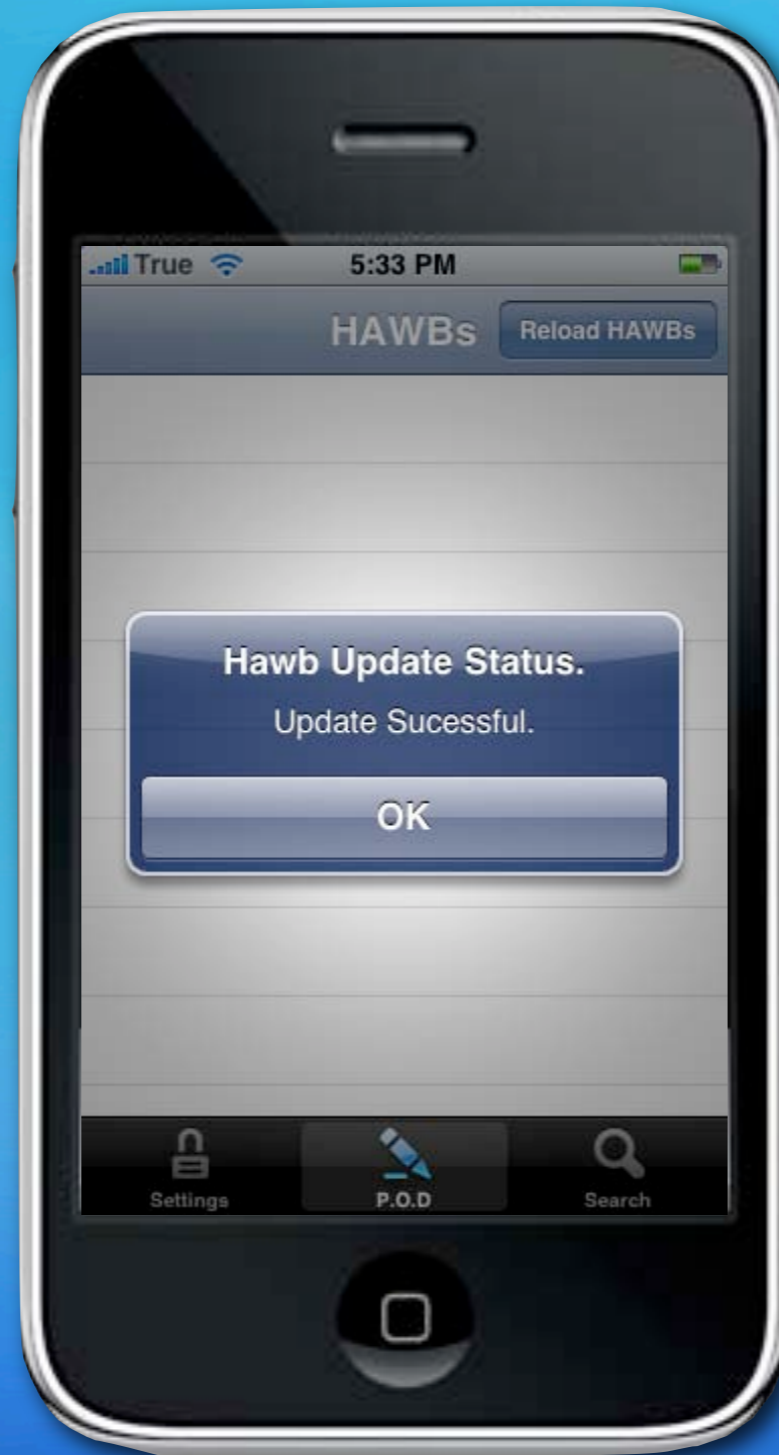
ChainLinq Mobile Demonstration



ChainLinq Mobile **Demonstration**



ChainLinq Mobile **Demonstration**



ChainLinq Mobile Demonstration

The screenshot shows a web browser window titled "Morgan - Technology" with the address bar displaying "http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201". The browser's address bar also includes a search engine icon and the text "Google". The browser's tab bar shows "Morgan - Technology" and several other tabs: "Daily -", "Cisco News (13)", "AVweb (28)", "AOPA News", "FPI Scheduler", and "AIFP".

The website header features the "morgan" logo with the tagline "SUPPLY ON DEMAND" and navigation links for "Home", "Sign In", and "Tracking". A secondary navigation bar includes "Company", "Solutions", "Technology", "Newsroom", "Careers", and "Contact Us". Below this is a banner image of a young girl's face.

The main content area displays the tracking information for "Demo001201" with a link to "E-mail this page". The status is "Delivered". The details provided are:

- Pickup Details**
- Scheduled Delivery Details**: Thursday, February 19, 2009, 5:00 PM local time
- Pieces**: 2
- Actual Weight**: 10 lb
- Shipment Destination**: JABIL CIRCUITS SJC, SAN JOSE, CA
- Shipper's Reference Numbers**

On the right side, there is a "Tracking" section with an input field for "Enter Tracking Number" and a "Track" button. Below that is a "Developer Relations" section with the heading "Integrating with Morgan" and text explaining how to share information with supply chain partners and customers via XML and EDI protocols. It also mentions creating automated tracking links for any shipment.

The browser's status bar at the bottom indicates "Loading 'http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201', completed 19 of 20 items".

ChainLinq Mobile Demonstration

Morgan - Technology

http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201

Home | Sign In | Tracking

Company Solutions Technology Newsroom Careers Contact Us

Tracking Number: Demo001201 [E-mail this page](#)

Delivered

Pickup Details

Scheduled Delivery Details
Thursday, February 19, 2009
5:00 PM local time

Pieces
2

Actual Weight
10 lb

Shipment Destination
JABIL CIRCUITS SJC
SAN JOSE, CA

Shipper's Reference Numbers

Tracking
Enter Tracking Number

Developer Relations

Integrating with Morgan
Morgan makes it easy to share information with all your supply chain partners and customers. We can transmit and receive business messages via a variety of XML and EDI protocols. [Contact us](#) for further details.

You can also create automated tracking links for any shipment. From a web browser, just append your tracking number to the end of this URL:

Loading "http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201", completed 19 of 20 items

ChainLinq Mobile Demonstration

Morgan - Technology

http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201

Daily - Cisco News (13) AVweb (28) AOPA News FPI Scheduler AIFP

Morgan - Technology

Actual Weight
10 lb

Shipment Destination
JABIL CIRCUITS SJC
SAN JOSE, CA

Shipper's Reference Numbers

Exception Details
Crushed/Damaged Cartons

Delivery Date: Monday, February 16, 2009
Delivery Time: 5:40 PM local time
Delivery Signature: Digital Signature
[View POD Signature](#)
[View GPS Tracking](#)

Status Key

- On-time
- Possible Delay
- Service Exception

For further details or questions about any shipment, please phone us at 1.800.628.1321.

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can transmit and receive business messages via a variety of XML and EDI protocols. [Contact us](#) for further details.

You can also create automated tracking links for any shipment. From a web browser, just append your tracking number to the end of this URL:

```
http://www.dwmorgan.com/tools/tracker.php?morgannumber=
```

And, to receive current status for any shipment via XML, simply POST your tracking number to the following web service URL:

```
http://www.dwmorgan.com/tools/trackerxml.php?morgannumber=
```

Loading "http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201", completed 19 of 20 items

ChainLinq Mobile Demonstration

Morgan - Technology

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http://www.dwmorgan.com/tools/tracker.php?morgannumber=
```

And, to receive current status for any shipment via XML, simply POST your tracking number to the following web service URL:

```
http://www.dwmorgan.com/tools/trackerxml.php?morgannumber=
```

ChainLinq Mobile Demonstration

Morgan - Technology

http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201

Daily - Cisco News (13) AVweb (28) AOPA News FPI Scheduler AIFP

Morgan - Technology

Actual Weight
10 lb

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SAN JOSE, CA

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Crushed/Damaged Cartons

Delivery Date: Monday, February 16, 2009
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```

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Loading "http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201", completed 19 of 20 items

ChainLinq Mobile Demonstration

Morgan - Technology

http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201

Daily - Cisco News (13) AVweb (28) AOPA News FPI Scheduler AIFP

Morgan - Technology

Actual Weight
10 lb

Shipment Destination
JABIL CIRCUITS SJC
SAN JOSE, CA

Shipper's Reference Number

Exception Details
Crushed/Damaged Cartons

Delivery Date: Monday, February 10, 2008
Delivery Time: 5:40 PM local time
Delivery Signature: Digital Signature

[View POD Signature](#)
[View GPS Tracking](#)

Status Key

- On-time
- Possible Delay
- Service Exception

For further details or questions about any shipment, please phone us at 1.800.628.1321.

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Loading "http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201", completed 20 of 21 items

Demo001201 2 pieces
JABIL CIRCUITS SJC 10 Pounds
13.7361, 100.5576

I have received this shipment complete and in good condition, except as noted.

CLOSE X

ChainLinq Mobile Demonstration

Morgan - Technology

http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201

Daily - Cisco News (13) AVweb (28) AOPA News FPI Scheduler AIFP

Morgan - Technology

Actual Weight
10 lb

Shipment Destination
JABIL CIRCUITS SJC
SAN JOSE, CA

Shipper's Reference N

Exception Details
Crushed/Damaged Car

Delivery Date: Monday,
Delivery Time: 5:40 PM
Delivery Signature: Di

[View POD Signature](#)
[View GPS Tracking](#)

Status Key

- On-time
- Possible Delay
- Service Exception

For further details or questions about any shipment, please phone us at 1.800.628.1321.

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Loading "http://www.dwmorgan.com/tools/tracker.php?morgannumber=Demo001201", completed 20 of 21 items

Demo001201
Latitude / Longitude: 100.5576 / 13.7361
Delivery Date: Monday, February 16, 2009
Delivery Time: 5:40 PM local time
Delivery Signature: Digital Signature

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CLOSE X

Pilot Program **ROI**

Initial Go-Live Costs

Join Apple Enterprise Developer program	\$299
Hardware for initial program*	\$6300
Development labor**	\$15,000
Total investment	\$21,599

Initial Annualized Cost Savings

Data management time savings	\$80,640
Filing, scanning, research per request	\$15,540
Total Operational Savings	\$96,180
Total Return	\$74,581

* Does not include service plans

** Soft cost, as this was staff labor that would have been paid anyway, just diverted from other projects

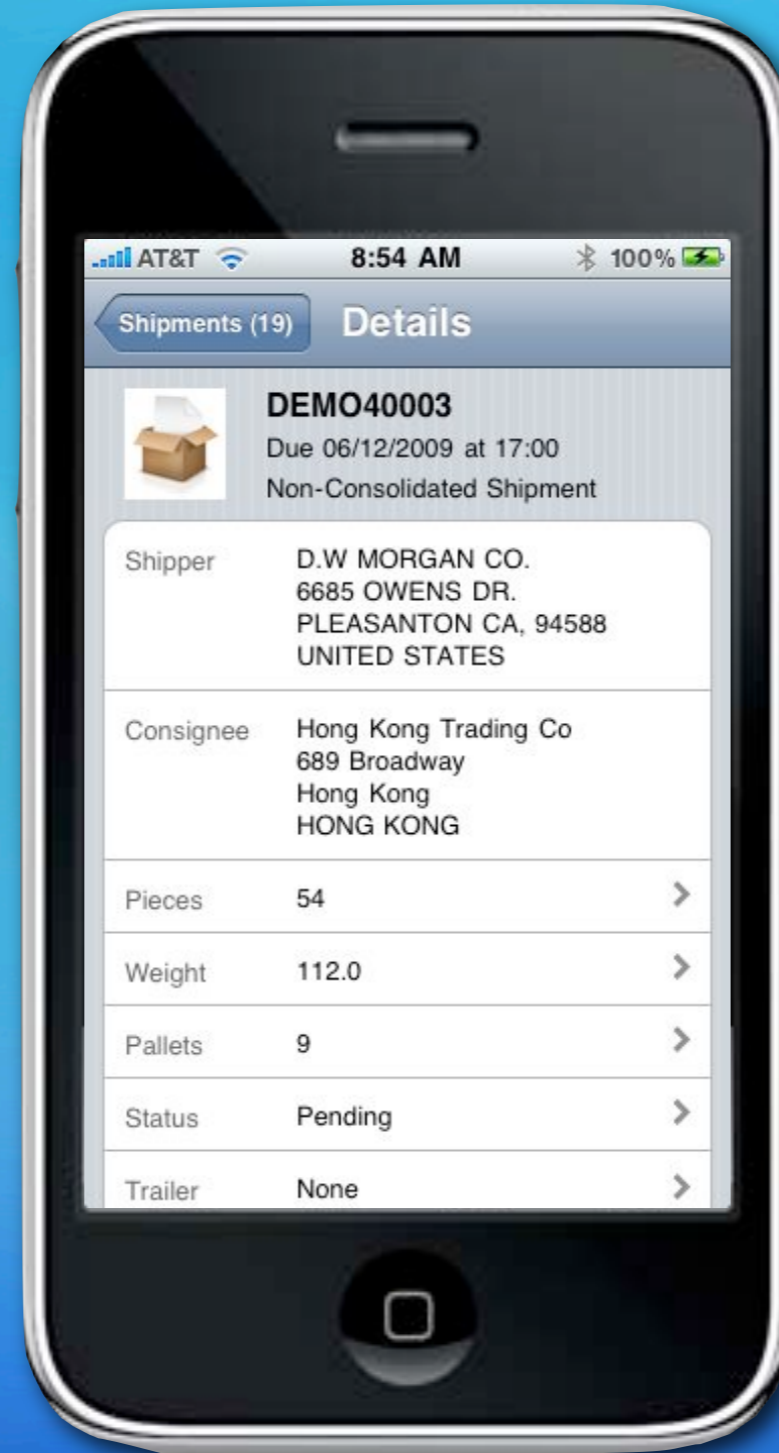
Doing the **Right Thing**



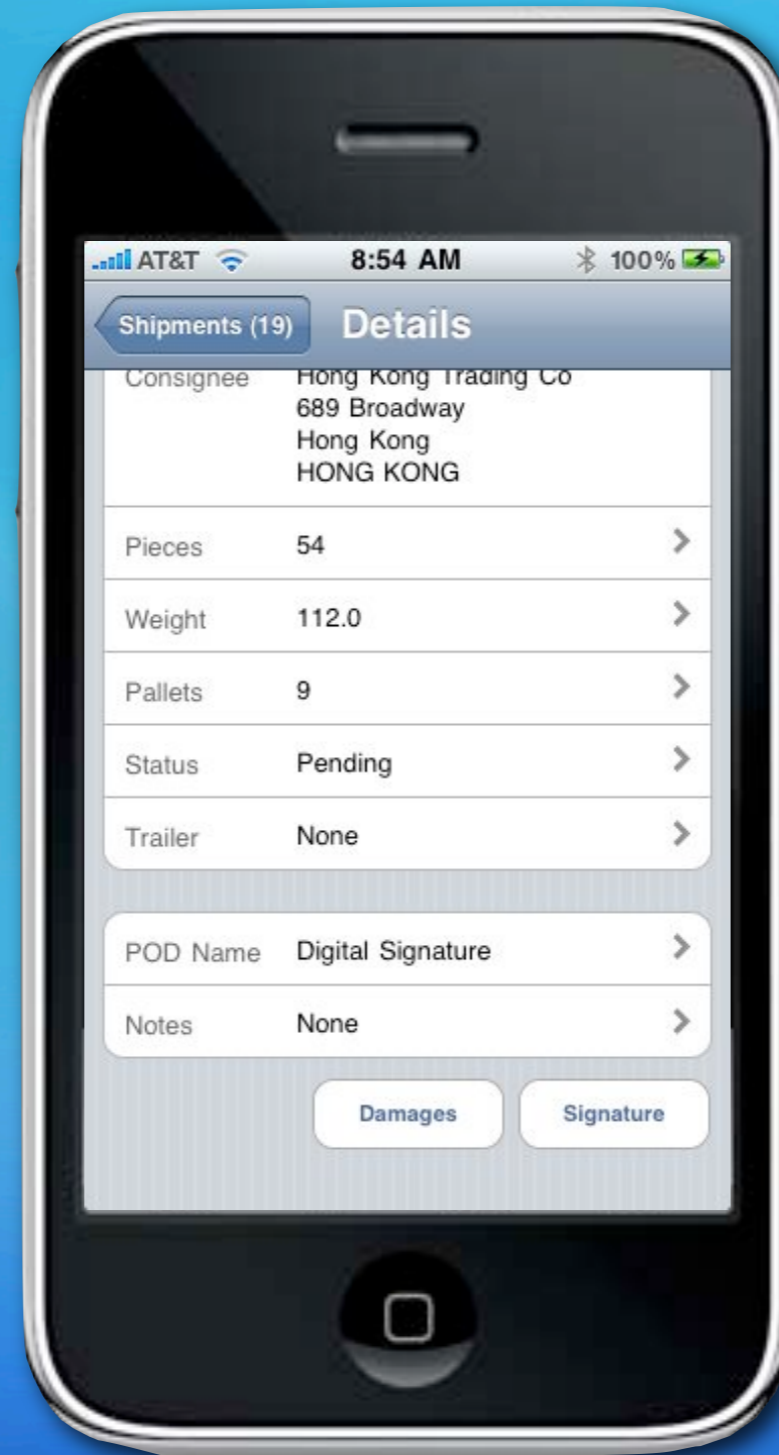
New Developments



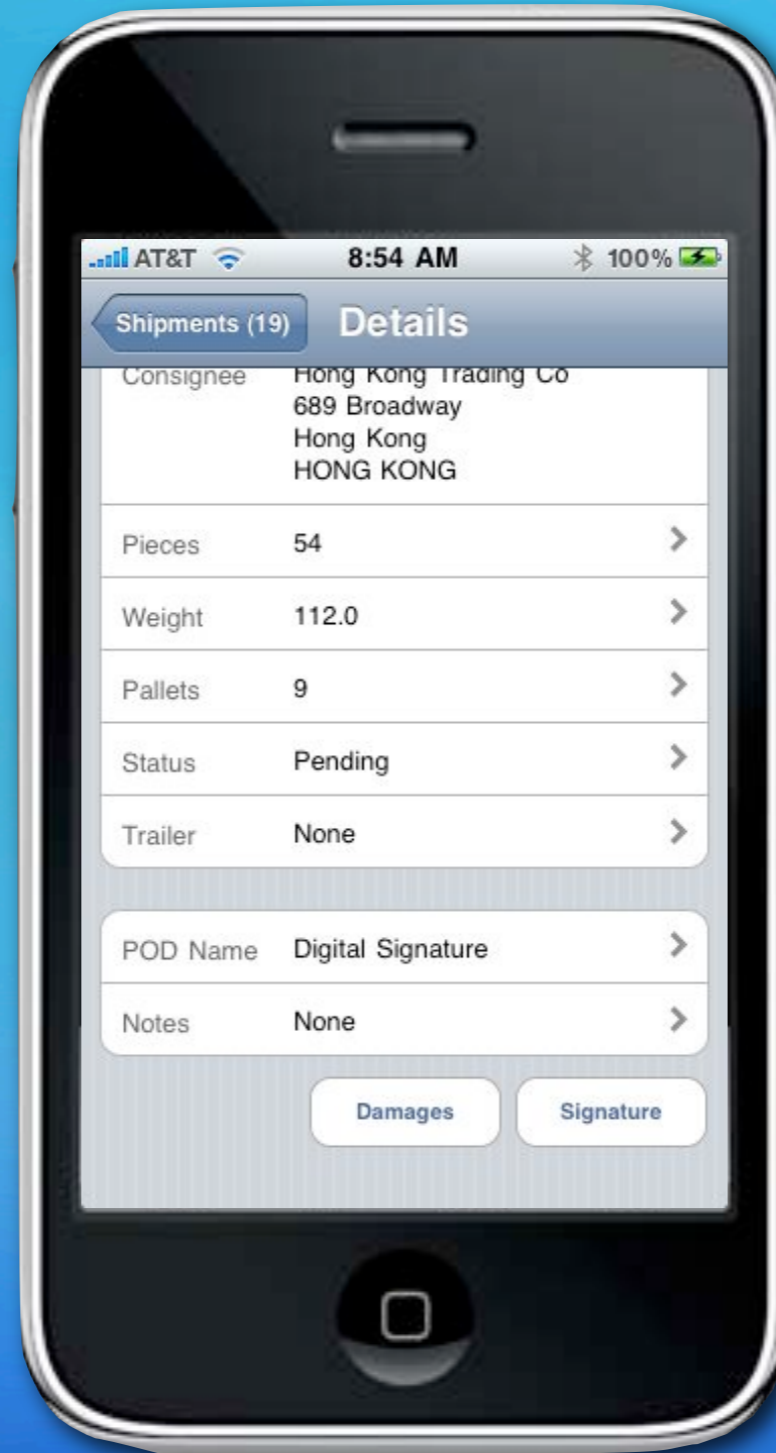
New Developments



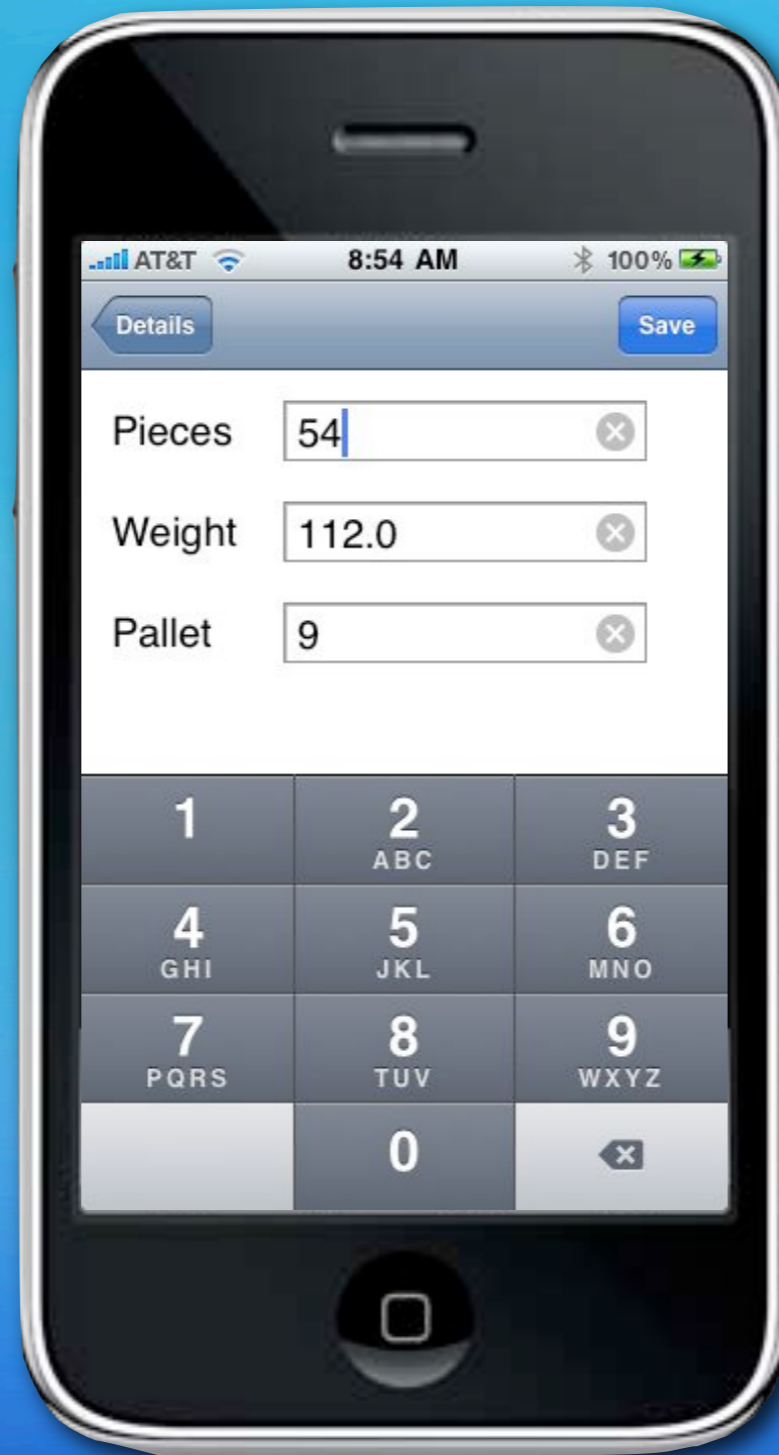
New Developments



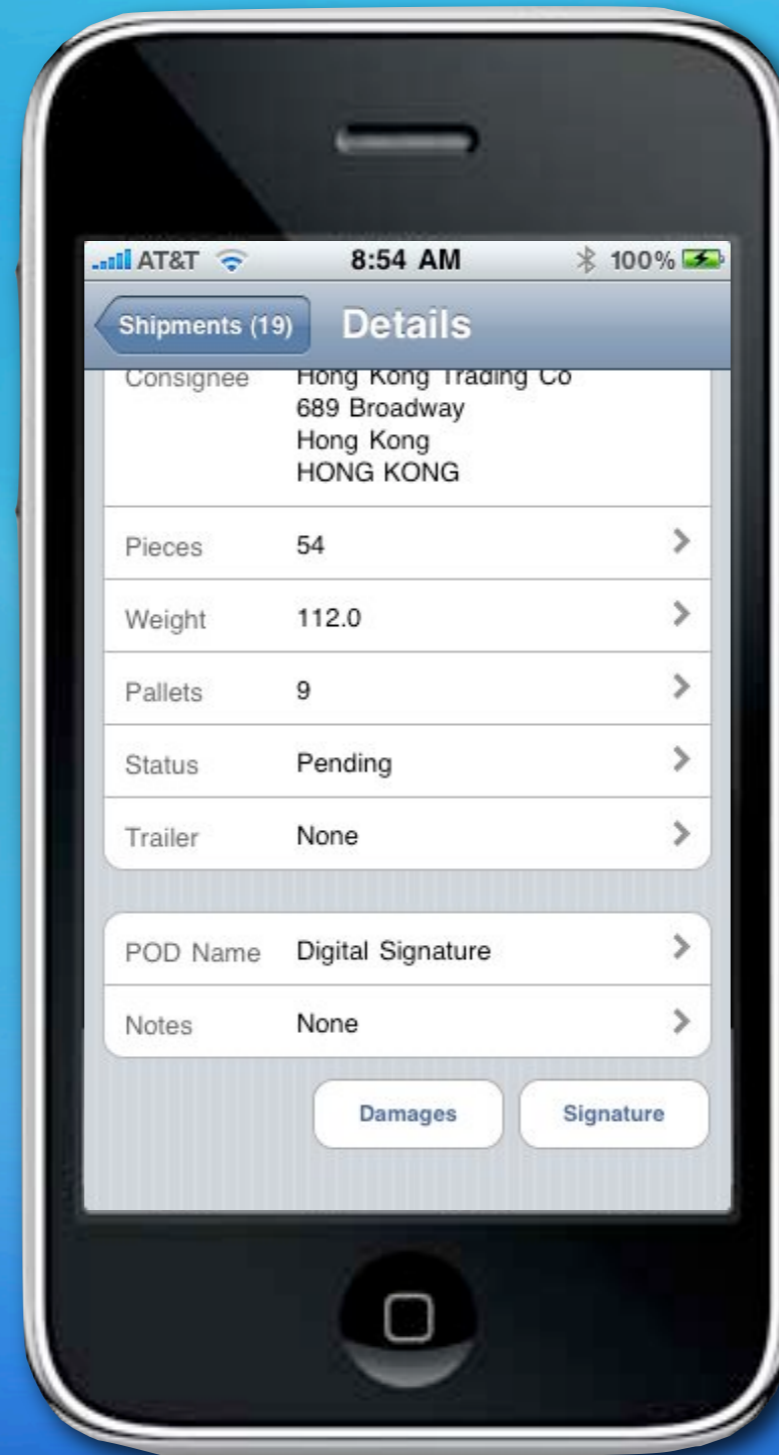
New Developments



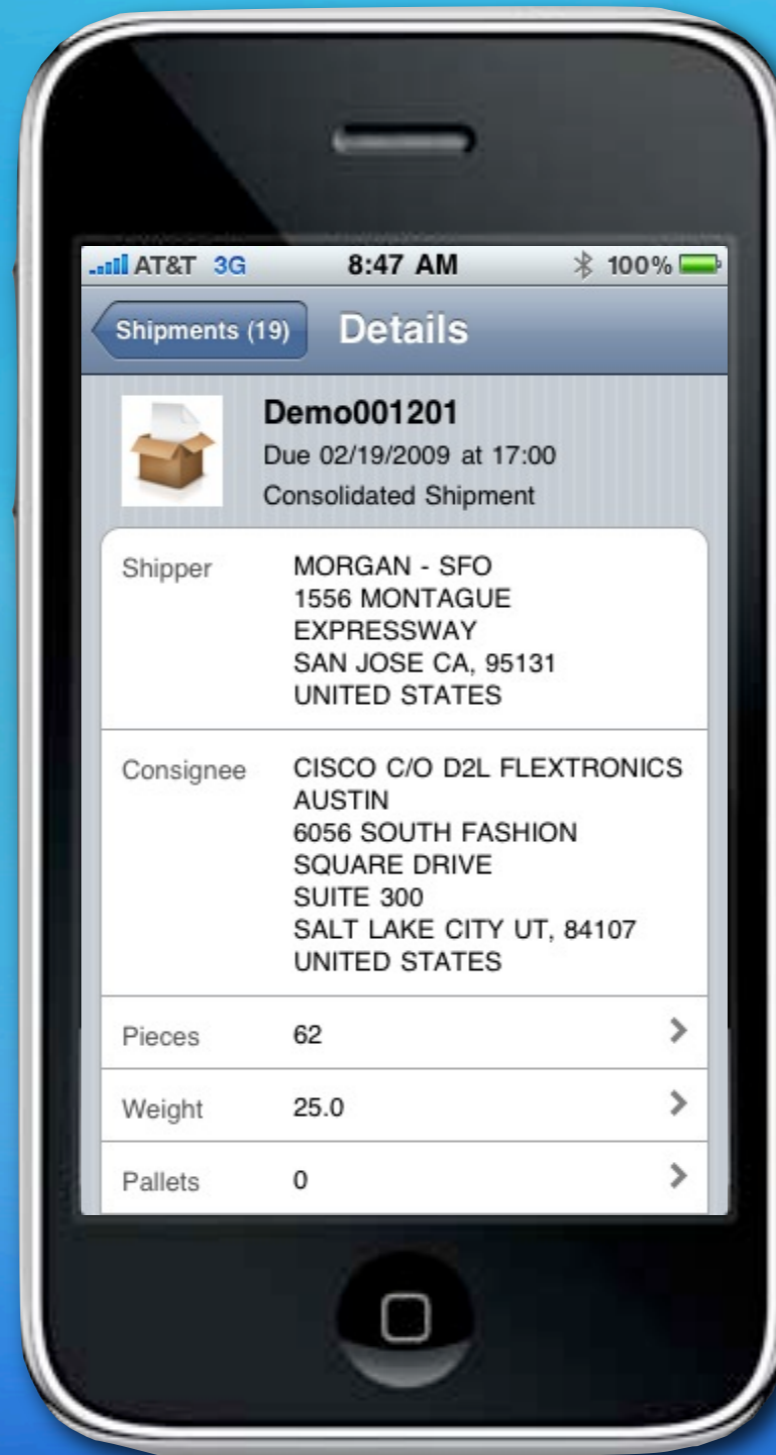
New Developments



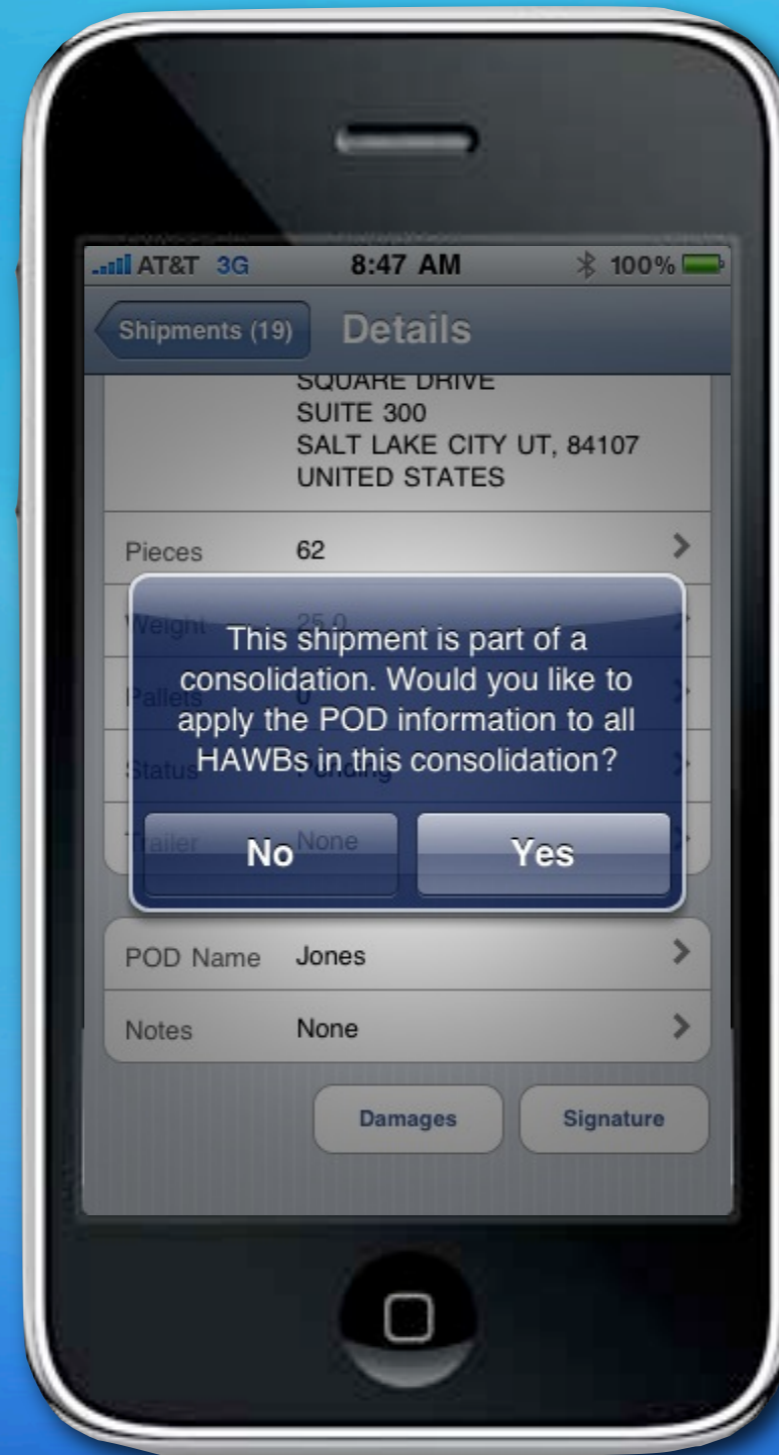
New Developments



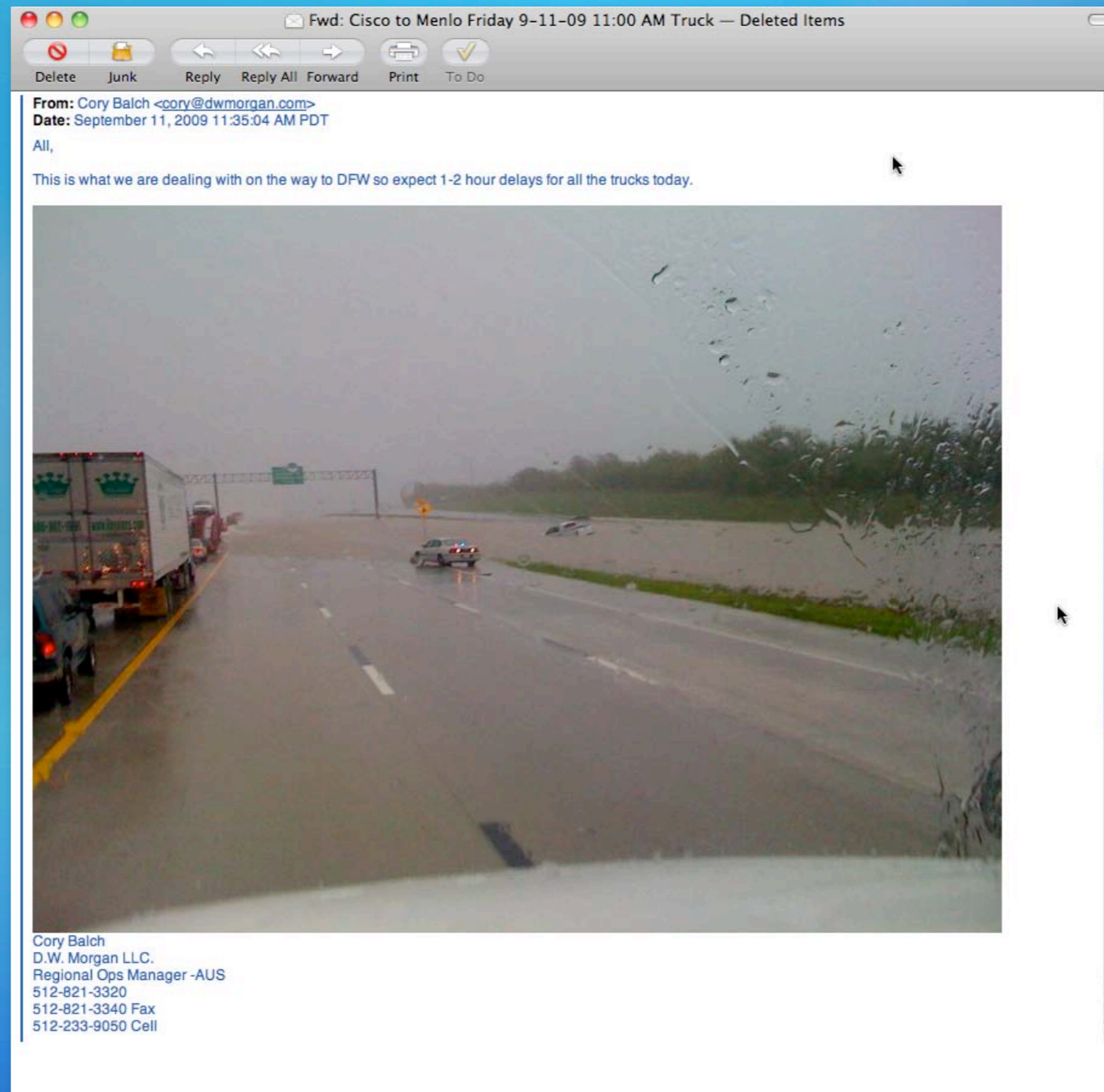
New Developments



New Developments



Worth A Thousand Words



Headline Here



Headline **Here**



Headline Here



The Perfect **Shipment**

We Know About It

In our system within 30 mins

We Pick It Up

As agreed at time of order

We Tell the Client About It

Four key information updates

We Don't Mess It Up

No damage claims

We Complete It

Timely proof of delivery information

We Bill It

Invoiced within 24 hours of completion

We Make Money On It

Minimum profitability levels achieved

Perfect Shipments: **Where We Are**



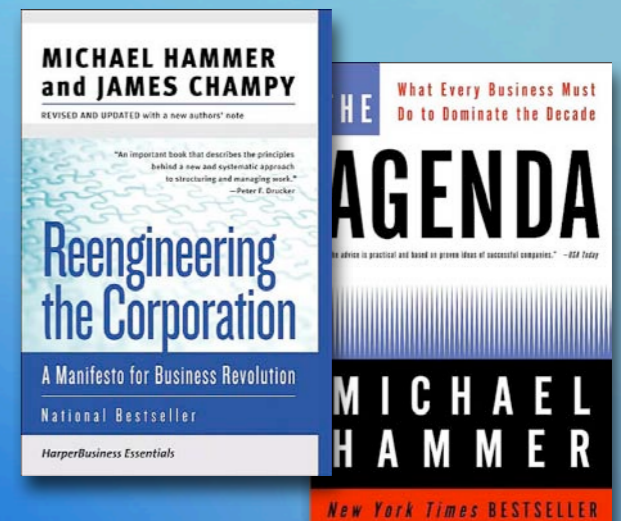
Lessons Learned



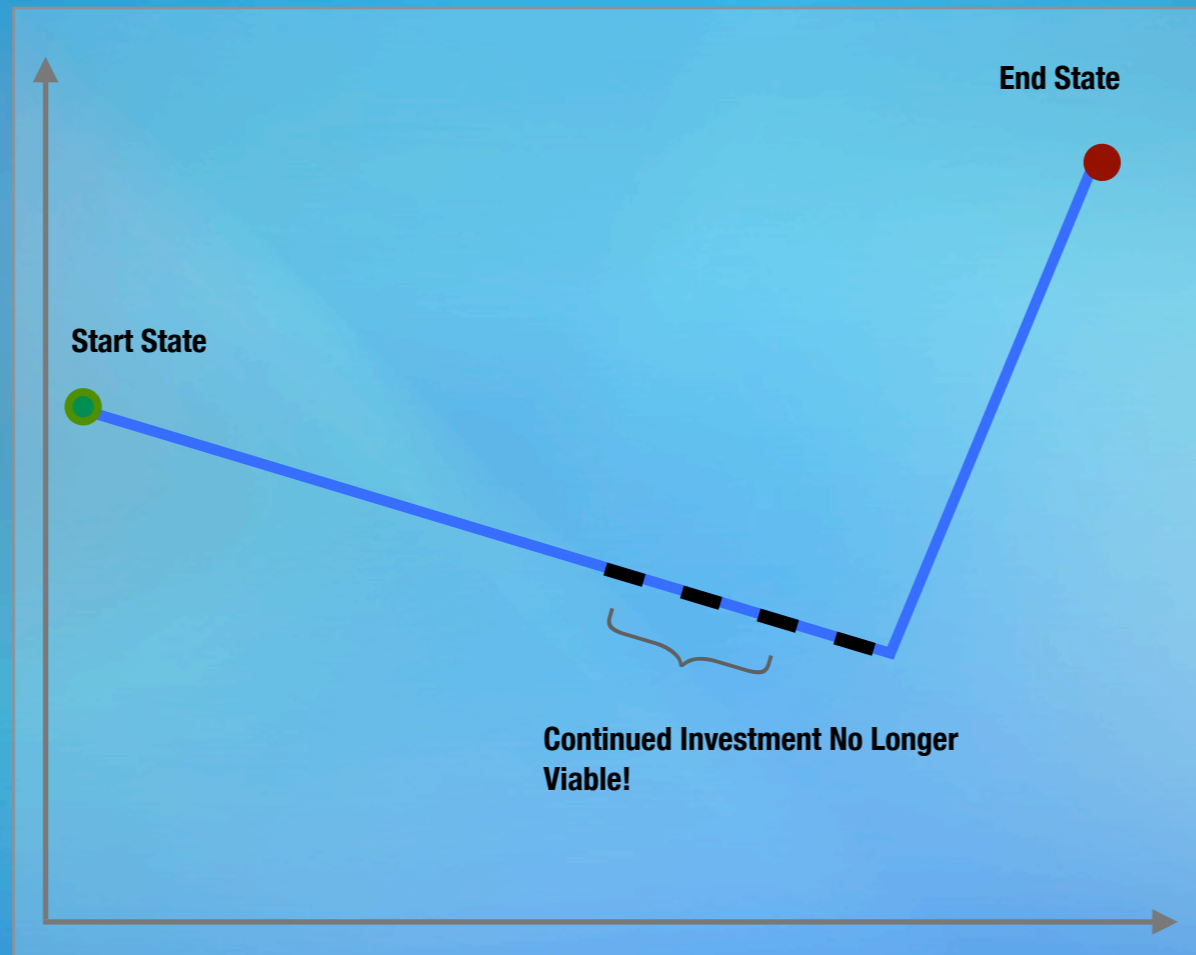
Our **Battle**

Streamlining cross company processes is the next great frontier for reducing costs, enhancing quality and speeding operations. It's where this decade's productivity wars will be fought.

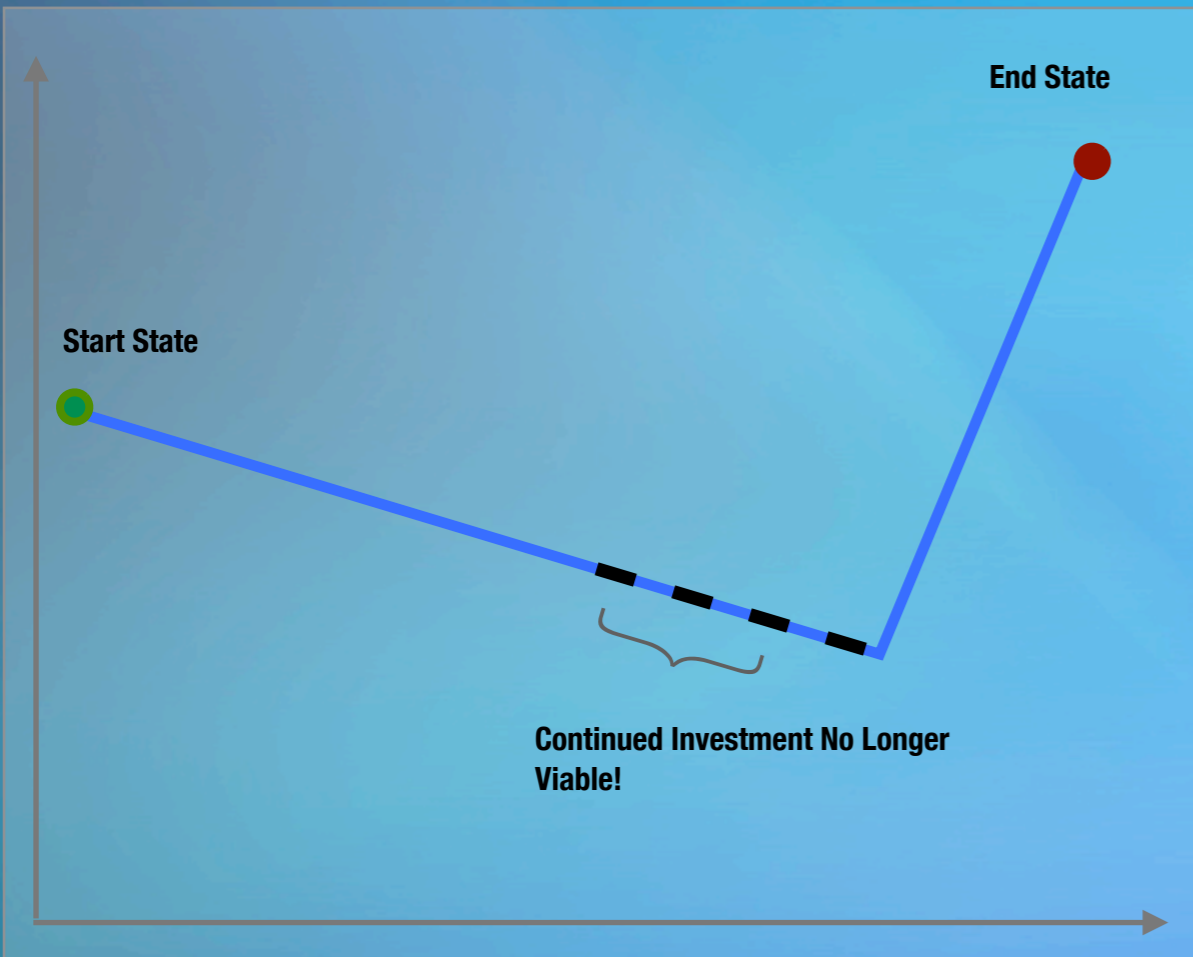
—Michael Hammer



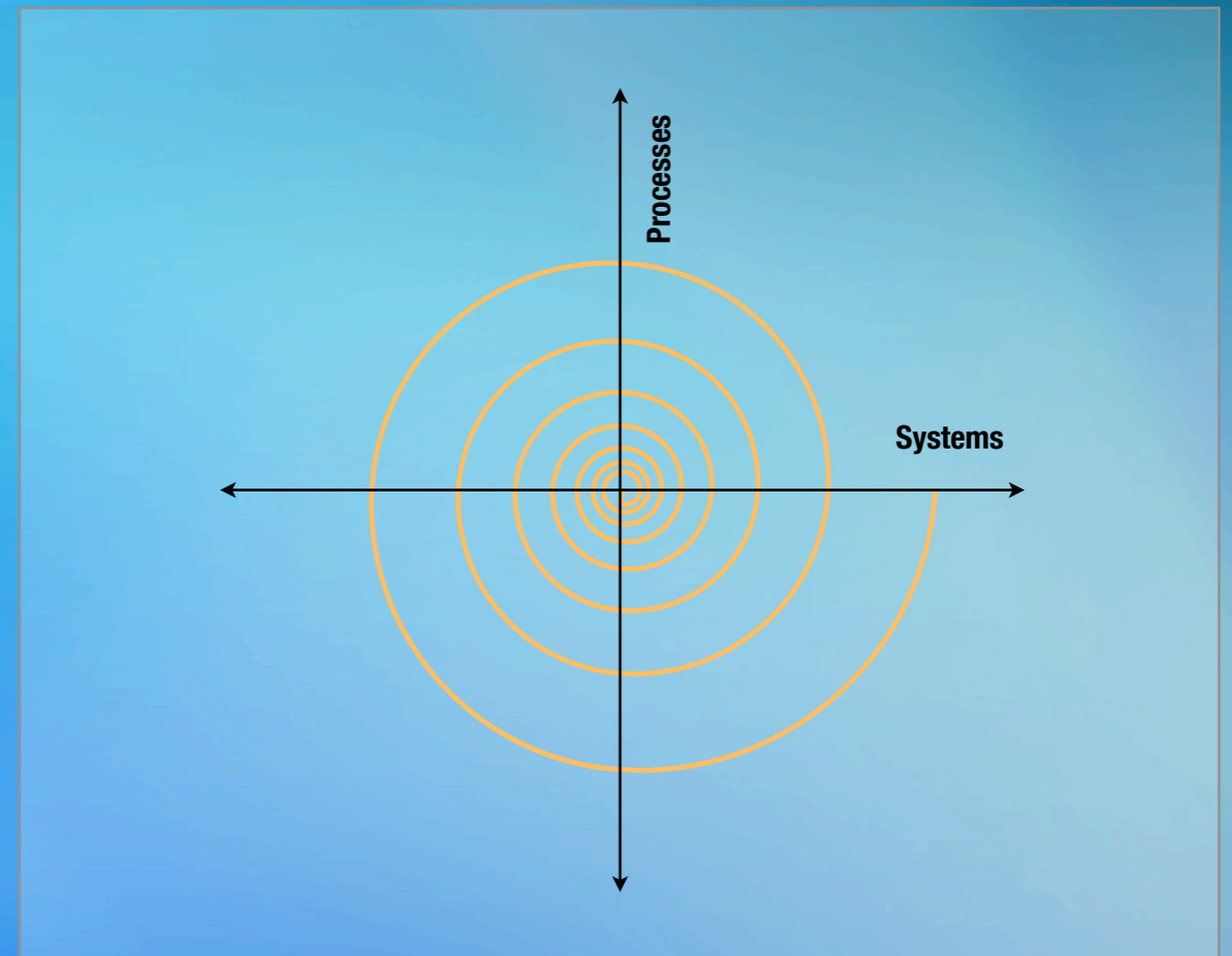
Two Models for Improvement



Two Models for Improvement



VS.



morgan[®]
SUPPLY ON DEMAND