

SPECIAL SUPPLEMENT:
**LOGISTICS IN
ALASKA**
TAMING THE LAST
FRONTIER

inbound logistics

www.inboundlogistics.com

THE MAGAZINE FOR DEMAND-DRIVEN LOGISTICS • APRIL 2012



TOP TECH TOOLS

ANNUAL LOGISTICS TECHNOLOGY ISSUE



**ERP: All-
in-One
Solutions**



**Top 100
Logistics IT
Providers**



**IT
Thought
Leaders**



**Annual
Web
Directory**

C.H. ROBINSON
CUSTOMERS
GO TO INBOUNDLOGISTICS.COM
AND VOTE FOR US AS
YOUR TOP 3PL



CAN'T SEE THE FOREST FOR THE TREES?

Get a global perspective.

It is hard to effectively manage your global supply chain when a lack of actionable information stands in your way. You need control over core processes to achieve strategic outcomes. Bring clarity to your business with Managed TMS®. This comprehensive global TMS, powered by logistics experts, delivers customized analytics that provide the necessary insight on a local, regional, and global scale. Make smarter, more strategic supply chain decisions and Get There Faster™ with Managed TMS.

Your supply chain is global. Why isn't your TMS?

Contact the transportation and logistics experts at **800.323.7587** or **solutions@chrobinson.com**.



What's in
a name?

SAIA[®]

Even if you don't know how to say the name (pronounced Sigh'-ah), you recognize the logo. And there's more behind it than you know: 87 years and billions of miles of LTL experience; the most comprehensive guarantee in the industry; an unparalleled proactive customer service program; and 8000 professionals ready to go the distance for you. No matter how you say it, the name means performance without exception—accountability without excuse.



SAIA[®]

1.800.765.7242 • www.saia.com

Unusual name. Extraordinary carrier.



PACKAGING GROWS GREEN
page 80

inbound logistics

THE MAGAZINE FOR DEMAND-DRIVEN LOGISTICS

April 2012 • Vol. 32 • No. 4

INSIGHT

- 6 CHECKING IN**
Logistics technology can open doors to competitive advantage.
- 10 DIALOG**
Readers talk back.
- 12 10 TIPS**
Achieving LEED certification.
- 36 3PL LINE**
Preparing for an ocean capacity crunch.
- 38 THE LEAN SUPPLY CHAIN**
Start the journey to continuous supply chain improvement.
- 40 IT MATTERS**
The three pillars of effective returns management.
- 44 SMART MOVES**
Universities produce supply chain management talent.
- 152 LAST MILE:
THE REAL COST
OF TRUCKING**



ERP
page 46

INPRACTICE

- 16 READER PROFILE John Snider Does It Best**
John Snider, vice president of retail logistics at building materials buying cooperative Do it Best Corp. in Fort Wayne, Ind., constructs a sturdy management strategy on a foundation of teamwork and communication.
- 95 CASEBOOK**
**Cross-Border Shipping:
The Road Now Taken**
Electronics manufacturer Siemens switches from air freight to Con-way Truckload's over-the-road service for shipments from Mexico to the United States and Canada.



INDEPTH

- 46 Enterprise Resource Planning: All-In-One Solution**
An ERP solution equipped with supply chain management functions gives businesses all the logistics tools they need.
- 53 Top 100 Logistics IT Providers**
Check out *IL*'s exclusive research on logistics technology trends and our picks for this year's leading logistics IT vendors (page 56).

April 2012 • Inbound Logistics **3**

inbound logistics

THE MAGAZINE FOR DEMAND-DRIVEN LOGISTICS



LOGISTICS IN ALASKA
page 88

April 2012 • Vol. 32 • No. 4

INFO

- 98 WHITEPAPER DIGEST
- 100 IN BRIEF
- 146 CLASSIFIED
- 148 CALENDAR
- 150 RESOURCE CENTER

INFOCUS

- 19 NOTED
- 23 TRENDS

Manufacturing and logistics grow in the U.S. Southeast; collaborative execution fuels supply chain improvements; U.S. retailers pursue e-commerce sales overseas.



- 31 GLOBAL
UPS buys TNT Express, shifting global balance; Indian godowns evolve into full-fledged logistics parks; the global ocean fleet shrinks.

INDEPTH

67 SPONSORED EDITORIAL IT Thought Leaders

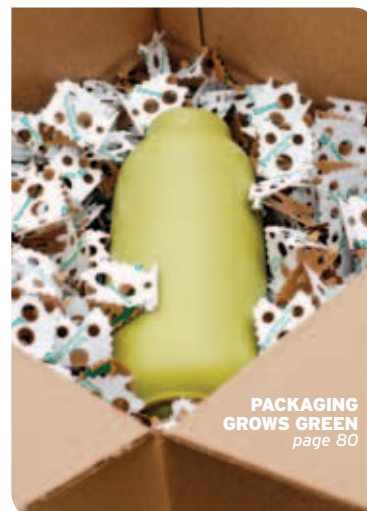
Supply chain technology leaders share their perspectives on the logistics challenges and opportunities affecting your business.

80 Packaging Grows Green

Many shippers are looking to replace fossil fuel-based packaging materials with more sustainable options. But they must do their homework to find the best – and greenest – fit.

88 SPONSORED EDITORIAL Logistics in Alaska: Taming the Last Frontier

Shipping to and from the wilds of Alaska requires the expertise and specialized equipment offered by intrepid transportation providers.



PACKAGING
GROWS GREEN
page 80

105 SPECIAL ANNUAL WEB DIRECTORY WEB_CITE CITY

This compendium of leading transportation, logistics, and technology sites makes searching the Web for supply chain solutions a snap.



3 WAYS LOGISTICS CAN KEEP HIGH-TECH CUSTOMERS COMING BACK.

When UPS surveyed leaders in high-tech companies, we learned that a key challenge is maintaining the bottom line while improving the customer experience. This balancing act is not impossible. It just takes logistics, by UPS.

1) MOVE FASTER From international air freight to next-day air shipments, UPS can move critical parts or finished components quickly and reliably. And technology like UPS Paperless® Invoice can help reduce customs delays by up to 56%—enabling you to meet service agreements and satisfy customers.

2) RESPOND QUICKER With UPS technology like Quantum View®, you can see your supply chain and adjust to changing customer demands. With status updates for both package and freight shipments—incoming and outgoing—your supply chain is more visible, and, consequently your business is more responsive.

3) SIMPLIFY RETURNS When customers need to return, repair or replace a product, UPS has one of the largest portfolios of reverse logistics solutions to help streamline the process. And with millions of UPS access points worldwide, your customers can easily return their purchases to you.

For more high-tech industry insights, go to thenewlogistics.com/technology or snap the QR code.



WE ♥ LOGISTICS™
thenewlogistics.com/technology

CHECKING IN

Keith Biondo

by Keith Biondo | **Publisher**



IT: Advantage @Light Speed

A professor at a well-known university recently remarked at a logistics conference, “Information technology is not a source of competitive advantage. It makes good systems better, and bad systems worse. It allows companies to do stupid things at the speed of light.”

Maybe. But IT can be a change agent that will almost always open doors to competitive advantage.

When *Inbound Logistics* magazine first covered technology’s impact on “traffic management,” its use was limited to faxing routing guides to trading partners. The advent of fax technology acted as a change agent by allowing companies to rapidly disseminate routing instructions to many vendors. How did they do that before? By phone? By mail? Few companies were large enough to afford private networks. Fax was a source of competitive advantage for those that used it to control the inbound flow.

Fast forward to today. Dunkin’ Donuts just announced a historic shift in the way it interacts with its 10,000 franchisees, granting them almost complete supply chain control through a new national franchisee-owned distribution cooperative called National DCP. Driven by integrated logistics technology, Dunkin’ executives and franchisees view this new decentralized demand-driven distribution system as positioning them for expansion while achieving greater supply chain efficiencies and outflanking competitors.

How could that market differentiation be possible without logistics IT?

In March 2012, Amazon.com Inc. bought Kiva Systems for \$750 million. Kiva provides software linked with hardware and robots that amps the picking, packing, processing, and shipping of retail products bought online or via phone order. “Amazon has long used automation in its fulfillment centers, and Kiva’s technology is another way to improve productivity by bringing the products directly to employees to pick, pack, and stow,” says Dave Clark, Amazon’s vice president of global customer fulfillment.

But you can get the same results by buying the system, so why buy the company? I think the reason was implied in Amazon CEO Jeff Bezos’ recent statement: “The best customer service means the customer doesn’t need to call you.” Faultlessly and efficiently matching demand to supply, tens of thousands of times each day, is the only way to deliver that kind of customer service experience. And the only way to accomplish that, and still maintain great margins in a thin-margin business, is through technology.

That’s why an online retailer buys a technology company. Bezos must think logistics IT is a source of competitive advantage. I agree. ■

inbound
logistics

Vol. 32, No. 4

April 2012

THE MAGAZINE FOR DEMAND-DRIVEN LOGISTICS

www.inboundlogistics.com

STAFF

PUBLISHER Keith G. Biondo
publisher@inboundlogistics.com

EDITOR Felecia J. Stratton
editor@inboundlogistics.com

ASSOCIATE MANAGING EDITOR Catherine Harden
charden@inboundlogistics.com

SENIOR WRITER Joseph O'Reilly
joseph@inboundlogistics.com

CONTRIBUTING EDITORS

Justine Brown • Merrill Douglas
Amy Roach Partridge • Deborah Ruriani • Lisa Terry

CREATIVE DIRECTOR Michael Murphy
mmurphy@inboundlogistics.com

SENIOR DESIGNER Mary Brennan
mbrennan@inboundlogistics.com

PRINT/WEB PRODUCTION MANAGER Shawn Kelloway
production@inboundlogistics.com

PUBLICATION MANAGER Sonia Casiano
sonia@inboundlogistics.com

CIRCULATION DIRECTOR Carolyn Smolin

SALES OFFICES

PUBLISHER: Keith Biondo
(212) 629-1560 • FAX: (212) 629-1565
publisher@inboundlogistics.com

WEST/MIDWEST/SOUTHWEST: Harold L. Leddy
(847) 446-8764 • FAX: (847) 305-5890
haroldleddy@inboundlogistics.com

Marshall Leddy
(763) 416-1980 • FAX: (847) 305-5890
marshall@inboundlogistics.com

MIDWEST/ECONOMIC DEVELOPMENT: Jim Armstrong
(314) 984-9007 • FAX: (314) 984-8878
jim@inboundlogistics.com

SOUTHEAST: Gordon H. Harper
(404) 350-0057 • FAX: (404) 355-2036
south@inboundlogistics.com

MOBILE, AL: Peter Muller
(251) 343-9308 • FAX: (251) 343-9308
petermuller@inboundlogistics.com

NORTHEAST: Rachael Sprinz
(212) 629-1560 • FAX: (212) 629-1565
rachael@inboundlogistics.com

FREE SUBSCRIPTIONS

www.inboundlogistics.com/free



Inbound Logistics supports sustainable best practices. Our mission is rooted in helping companies match demand to supply, eliminating waste from the supply chain. This magazine is printed on paper sourced from fast growth renewable timber.

Inbound Logistics welcomes comments and submissions. Contact us at 5 Penn Plaza, NY, NY 10001, (212) 629-1560, Fax (212) 629-1565, e-mail: editorial@inboundlogistics.com. For advertising, reprint, or subscription information, call (212) 629-1560, or e-mail publisher@inboundlogistics.com. *Inbound Logistics* is distributed without cost to those qualified in North America. Interested readers must complete and return the qualification card published in this issue, or may subscribe online at www.inboundlogistics.com/free. Subscription price to others: in North America: \$95 per year. Foreign subscriptions: \$129. Single copy price: No. Amer. \$10, foreign \$12, back issues \$15. Periodicals postage paid at New York, NY, and additional mailing offices.

twitter

facebook

LinkedIn

Con-way

Con-way
Menlo
WORLDWIDE LOGISTICS
Con-way

Menlo.
WORLDWIDE LOGISTICS

Menlo Worldwide Logistics. Masters of the supply chain.

When it comes to finding a partner to handle your logistics needs, choose someone with the strategic expertise and experience to streamline or transform your supply chain. Through lean methodologies and innovation, we have a proven track record of delivering solutions that improve your bottom line. When you need a competitive advantage, trust the master.

Visit www.menloworldwide.com for more information.

Menlo[®]
WORLDWIDE LOGISTICS

Never Settle for Less.

Transportation Services | Value-added Warehousing | Supply Chain Management | Multimodal

RECEIVE FREE NO OBLIGATION GUIDANCE AND ADVICE

www.inboundlogistics.com/3pl

WE ARE NOT

**ALL THINGS TO
ALL SHIPPERS.**

**A “TRANSPORTATION”
GROUP.**

**A GLOBAL LOGISTICS
COMPANY.**

A PARCEL CARRIER.

WE ARE YRC FREIGHT.

We are the original North American LTL shipping experts. Let us show you how we can bring flexibility and reliability to your supply chain with our broad portfolio of services.

1-800-610-6500
yrcfreight.com



Confidence Delivered.®

DIALOG



LETTERS TO THE EDITOR



Drop us a line:

editor@inboundlogistics.com
or send snail mail to
Dialog, c/o Inbound Logistics
5 Penn Plaza, NY, NY 10001

Follow us:

 facebook.com/InboundLogistics
 twitter.com/ILMagazine
 linkedin.com/company/286008

Mutual Admiration

Thank you for the kind mention of the International Warehouse and Logistics Association's Certified Logistics Professional curriculum (*Dialog*, January 2012). I have shared our pride in the citation with the IWLA Executive Committee and Education Committee leadership, plus my staff.

I noticed your January issue is packed with information – 520 pages! I took a special interest in *Cheers: Managing the Spirited Supply Chain*.

— Joel D. Anderson,
President & CEO, IWLA

Putting People on Top

You are on a good track with your article *Broken Processes and Broken Promises* (Feb. 2012). But there's another dimension.

Processes won't support promises on a sustainable basis unless and until broken relationships have been repaired—or functioning business relationships get a safety check for the small cracks that can lead to collapse.

The “people, process, technology”

mantra is too often abused, and becomes a cover for process and technology adventures, with the expectation that people will somehow fall in line.

The fact is, business transformations that last—especially in supply chain management—begin with cultural and people issues as the foundation for successful process improvement and technology implementation.

— Art van Bodegraven,
Practice Leader, S4 Consulting

Back Issue Blues

I just received my February edition of *Inbound Logistics*, but I never received the January edition. I understand that I can get this online; however, I enjoy having the printed version. Are there any left that could be sent to me?

— Shannon Pratt,
Director, Global Fulfillment Operations,
Guthy-Renker

Editor's Note: No problem, we'll send you a new issue. For future reference, you can request a replacement hard copy of the magazine by contacting our publication



tweetlog

tweeting it forward:

mserracanta Miquel Serracanta
RT @ILMagazine. Thanks for interesting article. Do you know the difference between a #3PL and #4PL? You should.
[@cscmp](http://bit.ly/H2DmzA)

lanepence Lane Pence
@ILMagazine: Electrolux connects in & out shipment needs in 1 innovative solution <http://t.co/3aOvRVkP//>
congrats to Bill W & Electrolux

bifjamod Bob Dugger
Good measure of social condition>> RT @ILMagazine: Reported Cargo Theft Incidents Up 17% in 2011: <http://bit.ly/H1qD03>

Consult_Source Source Consulting
Definitely agreed @ILMagazine. Social media can be powerful to image all the way to the supply chain.

manager, Sonia Casiano, at 212-629-1560 or email sonia@inboundlogistics.com.

Department of Corrections: In our March 2012 article *Jumping Through Hoops: The Importance of Vendor Compliance*, Regal Logistics of Fife, Wash., was misidentified as Royal Logistics.



Overcoming obstacles and
making the right decisions
for your future demands the
confidence and tools essential
to achieve success . . .



Empower yourself

. . . by having a knowledgeable,
experienced partner you can trust
to safely implement the appropriate
strategy designed specifically for your
unique supply chain needs.

This is WERNER.

800.228.2240

www.werner.com | www.wernercares.com

WERNERGLOBAL
Local Logistics. Applied Worldwide. LOGISTICS



WERNER ENTERPRISES
SPECIALIZED CARRIER

Find out more at WernerStory.com

RECEIVE FREE NO OBLIGATION GUIDANCE AND ADVICE

www.inboundlogistics.com/3pl

10TIPS

STEP-BY-STEP SOLUTIONS

by Deborah Catalano Ruriani



Achieving LEED Certification

Many manufacturing and distribution facility owners consider the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) certification the ultimate sustainability prize. Thomas Taylor, general manager for St. Louis-based sustainability consultant firm Vertegy, offers tips for earning LEED certification.

1 In warm-climate regions, install a white roof. A white or light-colored roof may be one of the easiest ways to go green. Before installing one, however, consider its impact on your building's overall energy use. This solution helps reduce energy costs in warm climates, but may add to heating costs in cold climates.

2 Install high-efficiency fluorescent or LED fixtures. Increasing interior lighting efficiency is key to reducing costs associated with electricity use. Technological advancements in high-efficiency lighting systems have improved the quality of fixtures while lowering the costs.

3 If you use skylights, install daylight sensors. Skylights reduce the amount of manufactured light needed inside a space during daylight. Pair them

with photo sensors that turn off lights when skylights create sufficient daylight.

4 Use occupancy or motion sensors for stock areas and in light-use aisles. Many lighting systems are designed to be either on or off. Using motion sensors that automatically turn lights on or off in less-traveled areas helps reduce electricity use and costs.

5 Install variable-speed drive motors for all ventilation equipment. Ventilation systems within a warehouse are often set to run on one speed. This type of equipment may cost less to install, but evaluate the potential energy savings of using variable-speed drive motors, which can automatically adjust fan speed to the building's needs. The electricity cost savings may offset the equipment investment in less than two years.

6 Look for dual-duty opportunities. If your facility is required to have general ventilation and emergency smoke evacuation fans, check with the fire marshal or building inspector to see if you can use one system to do both. Some code officials allow you to use the smoke evacuation system as general ventilation if controls are

put in place for override in emergency situations. Installing one piece of equipment that serves two purposes can lower initial investment and ongoing electricity use.

7 Use light-colored paving around the site. Paving roadways, sidewalks, and parking lots with light-colored materials such as concrete helps avoid the ambient temperature increase caused by dark paved surfaces. Lowering the temperature around a building can reduce the electricity needed to cool or ventilate it.

8 Encourage employees to carpool. Designate preferred parking for those who share a ride to work.

9 Landscape with native plants instead of turf grass. Native or adapted plantings use less water, require less maintenance, and can be more aesthetically pleasing than turf grass.

10 Consult a pro. It is easy to become overwhelmed by building a new structure, especially when incorporating sustainability measures. Hiring a professional experienced in LEED certification adds to the project's cost, but may help avoid missed opportunities. ■

If you directly purchased Air Cargo Shipping Services to, from, or within the United States from January 1, 2000 to September 11, 2006, your rights could be affected by Proposed Settlements

What are the Settlements about?

Plaintiffs claim that numerous air cargo carriers and certain of their employees conspired to fix the prices of air cargo shipping services in violation of U.S. antitrust laws. The settling defendants deny liability but have settled to avoid the cost and risk of further litigation and/or a trial. British Airways, Lan and Aerolinhas Brasileiras (Lan/ABSA), Malaysia Airlines, South African Airways, Saudia, Emirates, El Al, and Air Canada have settled these claims and have agreed to pay over \$207 million to direct purchasers to, from, or within the United States. The British Airways settlement provides \$89.512 million, the Lan/ABSA settlement provides \$66 million, the Malaysia Airlines settlement provides \$3.2 million, the South African Airways settlement provides \$3.29 million, the Saudia settlement provides \$14 million, the Emirates settlement provides \$7.833 million, the El Al settlement provides \$15.8 million, and the Air Canada settlement provides \$7.5 million. These are in addition to prior settlements with other air cargo carriers in the case of approximately \$278.5 million. In addition, all of these settling defendants, plus settling defendant Salvatore Sanfilippo, have agreed to cooperate with the plaintiffs. The case is continuing against non-settling defendants.

Who is a Class Member?

You are a class member if you purchased air cargo shipping services, directly from one or more defendants, for shipments to, from, or within the United States during the period from January 1, 2000 to September 11, 2006. All you need to know is in the full Notice, including information on who is or is not a class member.

Will I get a payment?

If you are a class member and do not opt out of these settlements, you are eligible to submit a claim and receive a payment. The amount of your payment will be determined by the Plan of Allocation, which is described in the full Notice. You may request a claim form online at www.AirCargoSettlement3.com, or by calling toll-free at 1-888-291-9655. Outside the

U.S. and Canada, call 1-614-553-1296 (toll charges apply). You may also request a claim form by writing to Air Cargo Settlement 3, c/o The Garden City Group, Inc., P.O. Box 9380, Dublin, OH 43017-4280, USA.

Completed claim forms must be postmarked no later than July 27, 2012.

What are my rights?

If you do not want to take part in the settlements, you have the right to opt out. To opt out of one or more of the settlements, you must do so by June 1, 2012. Class members have the right to object to the settlements, the Plan of Allocation, and the request for up to 25 percent of the settlement funds in attorneys' fees, up to \$2.5 million in reimbursed expenses, and \$1 million in future litigation expenses. If you object, you must do so by July 6, 2012. If you do not opt out of a particular settlement, you will be bound by the terms of that settlement and give up your rights to sue regarding the settled claims. You may speak to your own attorney at your own expense for help. For more information, visit www.AirCargoSettlement3.com or call toll-free 1-888-291-9655. Outside the U.S. and Canada, call 1-614-553-1296 (toll charges apply).

A Final Approval Hearing to consider approval of the settlements and the Plan of Allocation will be held at the United States District Court for the Eastern District of New York on July 27, 2012. You may ask to appear at the hearing, but you don't have to attend. For more information, visit www.AirCargoSettlement3.com or call toll-free 1-888-291-9655. Outside the U.S. and Canada, call 1-614-553-1296 (toll charges apply).

This is a Summary, where can I get more information?

You can get complete Settlement information, including a copy of the full Notice, by registering at www.AirCargoSettlement3.com, calling the number below, or writing to Air Cargo Settlement 3, c/o The Garden City Group, Inc., P.O. Box 9380, Dublin, OH 43017-4280, USA.

1-888-291-9655

www.AirCargoSettlement3.com



To the layman, logistics is about being in the right place at the right time with the right shipment. To us, it's about keeping promises and keeping customers happy. Our customized logistics solutions offer everything from shipment tracking and reporting, to stocking and warehousing. Which means no matter what supply chain hoops you find yourself jumping through, we can help you navigate them with optimum efficiency and a little bit of swagger.

After all, we're not just shipping freight, we're ***Piloting BusinessSM***



pilotdelivers.com / 1-800-HI-PILOT

© 2012 Pilot Freight Services



John Snider joined Do it Best Corp., Fort Wayne, Ind., in 1985, and has served as vice president of retail logistics since 2000. A buying cooperative that serves more than 4,000 independent member stores in the hardware, lumber, and building materials industry, Do it Best offers approximately 67,000 items.

RESPONSIBILITIES:

Warehousing, inbound and outbound transportation, order entry, print and mail services, and several other support functions.

EXPERIENCE:

Sales representative and management trainee, Burroughs Corp.; several positions culminating in branch manager, Fort Wayne National Bank; sales representative, Commerce Clearing House; accounts payable supervisor, accounting manager, vice president of finance, vice president of marketing, vice president of information technology, Do it Best Corp.

EDUCATION:

Notre Dame University, B.S. in business management, concentration in finance, 1977.

John Snider Does It Best

DO IT BEST CORP.'S SUPPLY CHAIN NETWORK includes eight retail service centers—our distribution centers—in various locations throughout the United States. We also lease two import facilities, which are managed by third-party logistics companies—but my team controls the relationships with those partners.

One interesting element of my job is how the company's separate operations have become interconnected. In the past, if my division was considering implementing a new software solution, that change would primarily affect our division. But now nearly every enhancement is an enterprise issue, which requires a lot more coordination.

For example, we worked with Sterling Commerce to implement a supply chain visibility solution. Because the retail logistics division was concerned with the extended supply chain, we collaborated with the merchandising group to identify software requirements.

When you involve more than one

division, the wishlist starts to grow. For instance, in retail logistics, we want to know exactly when a shipment will arrive. Merchandising wants to know exactly what items are coming—not just which purchase orders, but the exact SKUs. They need that data to ensure we provide the highest level of service to our stores with as little inventory as possible.

To meet all those requirements, we needed a custom solution. That was not my preference, because custom solutions take longer to get up and running.

I'm proud of my ability to strike a balance between advocating for the team I lead and for the company as a whole. As we negotiate and make decisions to keep

The Big Questions

How do you recharge your batteries?

I serve on the boards of nonprofit organizations in my community. I also enjoy reading.

Alter ego dream job?

Teacher. Having volunteered with Junior Achievement programs for many years, served as a youth group counselor, and taught youth Sunday school, I've found that a lot of what you end up teaching doesn't come out of a book.

Scariest career decision?

Becoming vice president of IT during the lead up to Y2K. Luckily, our company started working on that challenge early on, but I had to keep us focused on completing the work in time.

Do you have a hidden talent?

I played the trumpet in my high school and college marching bands. When our college band has a reunion every few years, I enjoy the opportunity to get out my trumpet and play again.

projects moving along, I have to coordinate, communicate, and build trust.

One occasion when trust became very important arose when I joined retail logistics. I inherited a team that had a lot of experience and was extremely focused on taking care of our member-owners. But they were operating in a manual environment, and I could see opportunities to enhance our operations by introducing technology.

That posed a change-management

challenge. Some workers had never owned a computer, and didn't want to use one, or didn't want to use handheld scanners.

But as we developed a warehouse management system in-house and implemented a voice-picking system, we enlisted our retail service centers' team members to help us design and test the software.

After we installed each system in our pilot facility, we sent a team to train employees in a second center. Then a new team, drawn from both facilities,

trained front-line employees in the other six locations.

As we designed our software, team members always felt their input was not only valued, but key to the ultimate solution. As a result, they owned the rollout process.

Despite some initial apprehension, we lost no employees during the transition, and we've had 100-percent adoption of these technologies.

I'm extremely proud of the way we involved those teams. ■



Even smart shippers can use more intelligence.

Global Visibility

Superior Customer Experience

Carrier Management



Datatrak®

Intelligent business tools for transportation logistics performance

datatrak.com

RECEIVE FREE NO OBLIGATION GUIDANCE AND ADVICE

www.inboundlogistics.com/3pl

Giving Wind Energy A Lift

Landstar is uniquely equipped to handle all your specialized transportation logistics needs.



Landstar is the largest platform capacity provider in North America and ranked #2 in the world according to *International Cranes & Specialized Transport*. Landstar is recognized as a leader in the industry when it comes to safe, reliable, on-time delivery.

Uniquely equipped to handle all your specialized transportation logistics needs.

- Double drops
- Extendables
- Multi-axles
- Steerables
- Beam Trailers
- Removable Goosenecks
- Schnabel Trailers
- 600 5-13 axle RGN units
- Lowboys with 40-80 ton capability
- More than 1,500 Stepdeck Trailers
- Flatbed & Stepdeck Stretch Trailers

Let Landstar configure the right combination of equipment to move your freight – whether it's hauling one load or managing and executing entire project moves.

LANDSTAR 

877-428-5432

www.landstar.com

SUPPLY CHAIN SOLUTIONS • AIR • OCEAN • WAREHOUSING • RAIL INTERMODAL • TRUCKLOAD • LTL • HEAVY HAUL/SPECIALIZED • EXPEDITED

**inbound
logistics**

FACING LOGISTICS CHALLENGES? USE IL'S 3PL EXPERTS AND

NOTED

THE SUPPLY CHAIN IN BRIEF

SEALED DEALS

Menlo Worldwide Logistics (China), the global logistics subsidiary of Con-way Inc., will handle North China distribution and warehouse management for **BabyCare Inc.** Headquartered in Beijing, BabyCare is a direct-selling company that develops, manufactures, and sells nutritional products for infants. In addition to warehousing and distribution in Beijing, Shanghai, and Chengdu, Menlo will establish a direct sales network with the implementation of online shopping for BabyCare.



▲ **Stella & Dot**, a social-selling accessories company, has selected **Manhattan Associates'** SCALE product suite to operate its new distribution center. Implementing SCALE will help the company reduce operational

costs, improve customer service, and help speed shipment delivery to customers within a few days of purchase.

GSI Commerce, a provider of e-commerce and interactive solutions, was selected by **Hanover Direct** to handle fulfillment, freight, and warehouse management for The Company Store and Company Kids brands under a multi-year contract. GSI Commerce supports Hanover from a leased fulfillment facility in Martinsville, Va.



▼ **Hellmann Worldwide Logistics UK** landed a new contract with **Hughes Europe**, the European operating and sales organization of Hughes Network Systems LLC, a broadband satellite networks and services provider. Under the agreement, Hellmann provides a range of logistics solutions to Hughes Europe, and works closely with its supply chain partners.

UP THE CHAIN



▲ **Lori Harper** was promoted to vice president of supply chain management for **Huntington Ingalls Industries'** shipbuilding division. Harper is now responsible for all Gulf Coast supply chain functions, including sourcing and procurement, and inventory control.

Food and beverage company **Sara Lee Corp.** appointed **Luc Volatier** senior vice president, supply chain and operations, for its International Coffee and Tea business. Volatier now heads all procurement, supply chain, and manufacturing operations. He will continue to serve in this role after Sara Lee spins off the International Coffee and Tea business in the first half of 2012.

m&a

Advent Inc., which develops and delivers mission-critical transportation systems, and **eModal**, an online logistics solutions and products provider, will merge. The combined organization, Advent Intermodal Solutions, will offer customers a suite of existing intermodal logistics software, as well as new flexibility and experience to provide customized solutions.

Leading Edge Logistics (LEL), a non-asset-based global 3PL, acquired **C&F Logistics** of San Juan, Puerto Rico. The acquisition of C&F, a non-vessel-operating common carrier, adds operating warehouse and crossdock facilities in Elizabeth, N.J.; Jacksonville and Miami, Fla.; Los Angeles, Calif.; and San Juan to LEL's North American operations base.

GREEN SEEDS

Arpin Group completed a \$2-million renovation project to expand its U.S.-based world headquarters and transform it into a green facility. Enhancements include:

- Solar array, containing 912 solar modules, which provides 40 percent of the building's electrical power.
- New roofing on the office building and warehouse with highly reflective membrane that reduces heat gain.
- New energy-efficient rooftop package HVAC units with full economizer function.

■ New insulated solar reflective windows that prevent heat gain while letting in more natural daylight. Skylights are also fitted with this special glass.

- Radiant heating in new connector to minimize drafts between connected buildings.
- Occupancy sensors to control lighting.
- All new flooring made from green materials.
- New furniture workstations made from recycled content.



► **Dart Transit Company** launched a small fleet of compressed natural gas-powered tractors dedicated to Andersen Window Corporation. The Eco Tractors run a dedicated route between Andersen's window and door factory in Bayport, Minn., and its consolidation center in Menomonie, Wis.

recognition

▼ PepsiCo Worldwide Flavours honored **Penske Logistics** with its **2011 Operational Excellence Award** for transportation management services. Penske Logistics ensures the raw materials for carbonated beverage production reach PepsiCo's plants on time, while monitoring supply pickup, transit, and timely deliveries.



Celadon Trucking Services received **Alcoa's Tier 1 Van Carrier of the Year Award** for transportation best practices. Alcoa's Core Carrier Awards Program, which the aluminum producer began in 2006, is a transparent measurement of core carrier performance in its North America transportation network.

Ann M. Drake, CEO of DSC Logistics, has been selected by the Kellogg School of Management of Northwestern University to receive the **2012 Alumni Merit Award**. The award is presented to a Kellogg graduate who has demonstrated outstanding achievement in a field of endeavor and whose accomplishments reflect credit on Northwestern University.

Old Dominion Freight Line (ODFL) was honored as **Mastio & Company's No. 1 LTL carrier** as part of the company's 2011 Value and Loyalty Benchmarking study. Mastio & Company surveyed more than 2,000 transportation decision-makers about their shipping preferences and needs. Shippers voted ODFL first in 21 of the 30 service categories they deemed most important.



WE ARE THE STRONGEST LINK IN YOUR SUPPLY CHAIN.



A Hub Group Company

Unyson Logistics is an award-winning 3PL that specializes in customizing solutions to fit our clients' needs. We offer multi-modal capabilities that guarantee supply chain savings through our services, technology and expertise.

Simply put, our logistics managers are the best at what they do. Unyson deploys dedicated account management, continuous improvement programs and business intelligence that combines innovative reporting with cutting-edge technology.

1-866-409-9759
UNYSONLOGISTICS.COM

RECEIVE FREE NO OBLIGATION GUIDANCE AND ADVICE

www.inboundlogistics.com/3pl



GET OUT THE
VOTE 2012
TOP 10 3PL PROVIDERS
bit.ly/zxmLVL



Execution Is Everything.

SUPPLY CHAIN • DISTRIBUTION • TRANSPORTATION • CONTROL TOWER



©2012 Ryder System, Inc. All rights reserved.

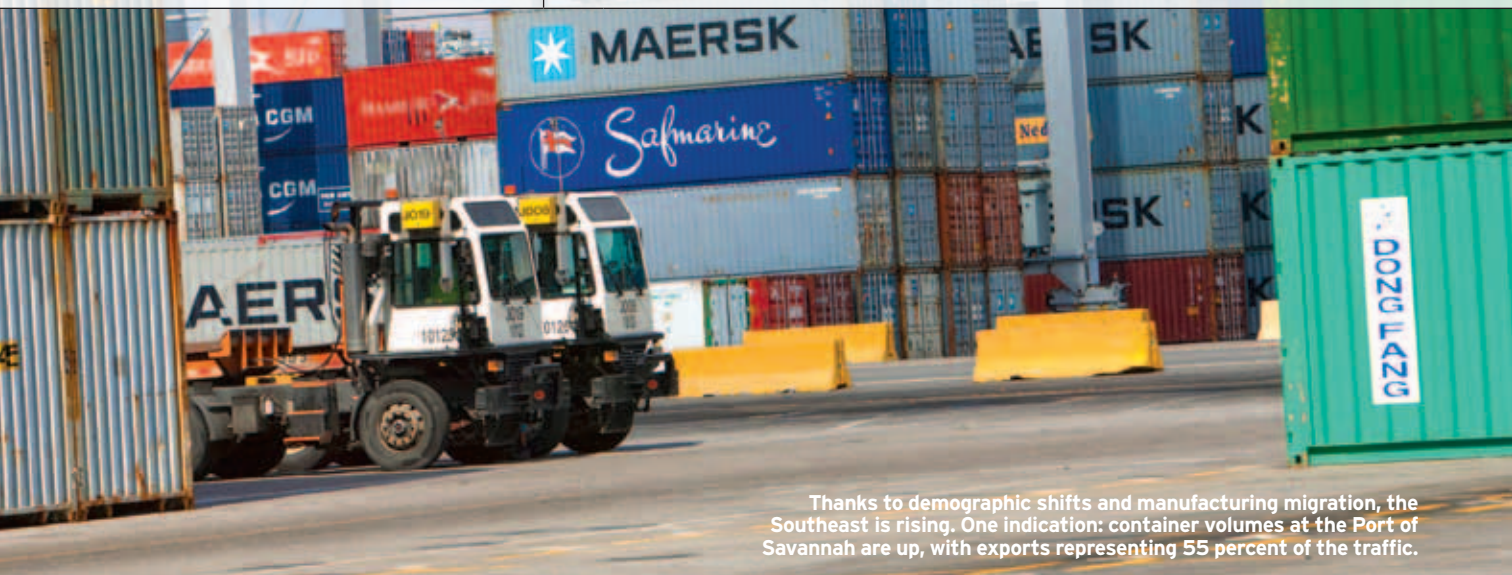
1-888-887-9337 www.ryderscs.com

inbound
logistics

FACING LOGISTICS CHALLENGES? USE IL'S 3PL EXPERTS AND

TRENDS

SHAPING THE FUTURE OF LOGISTICS



Thanks to demographic shifts and manufacturing migration, the Southeast is rising. One indication: container volumes at the Port of Savannah are up, with exports representing 55 percent of the traffic.

Southern Accent: Supply, Demand Shifts Underline Southeastern Market

A slow and steady stream of manufacturers and retailers has been feeling out the U.S. Southeast over the past decade. The trickle began in 2002 following the West Coast port strike, when many shippers swallowed losses and began exploring all-water alternatives from Asia to the U.S. hinterland. Recurring port congestion and cargo bottlenecks eventually opened the floodgates.

by **Joseph O'Reilly**

U.S. demographic shifts and manufacturing migration have similarly worked in the Southeast's favor.

"The southeastern United States is the fastest growing part of the country, currently representing 44 percent of the total U.S. population," says John Wheeler, senior director of trade development, Georgia Ports Authority. "The region has grown 9.7 percent over the past decade, compared to slightly more than seven percent for the rest of the country. This is where the consumers are."

Beyond demand-driven economic development and trade growth, the Southeast is also the focus of considerable manufacturing and logistics investment. Today's Rust Belt has a Southern accent, and areas of southern Virginia, the Carolinas, and Georgia are benefitting from increasing economic diversity.

Heavy-duty equipment manufacturer Caterpillar recently decided to locate a \$200-million, 1,400-job factory in Athens, Ga. "Logistics is a primary success factor for our business, and Athens' proximity to the Port

Caterpillar's new manufacturing facility will serve as an important pivot in the company's plans to restructure its global supply chain. It wants to re-focus plants in Asia to specifically meet booming construction demands there, and use the Georgia plant and another in Texas to service markets in the Americas and Europe. Three hours away by truck, the Port of Savannah will be used both for importing raw materials and exporting 40 percent of Caterpillar's construction machinery.

TRADE BALANCE BENEFITS

The U.S. economic downturn affected import volumes across the region. But given the Southeast's emerging manufacturing footprint, the devaluation of the U.S. dollar, and global demand for automotive, heavy machinery, and aerospace products—among others—greater trade balance presents a considerable upside for port authorities, steamship lines, motor freight carriers, shippers, consignees, and third-party service providers.

"Our exports are currently about 67 percent, versus 43 percent on the inbound side," says Joe Harris, manager, media and public relations, Virginia Port Authority. He expects that trend to continue until the U.S. dollar grows stronger. The U.S.-to-Europe trade lane has always been slow and steady for the Port of Virginia, but opportunities to capitalize on new commodity interests continue to materialize.

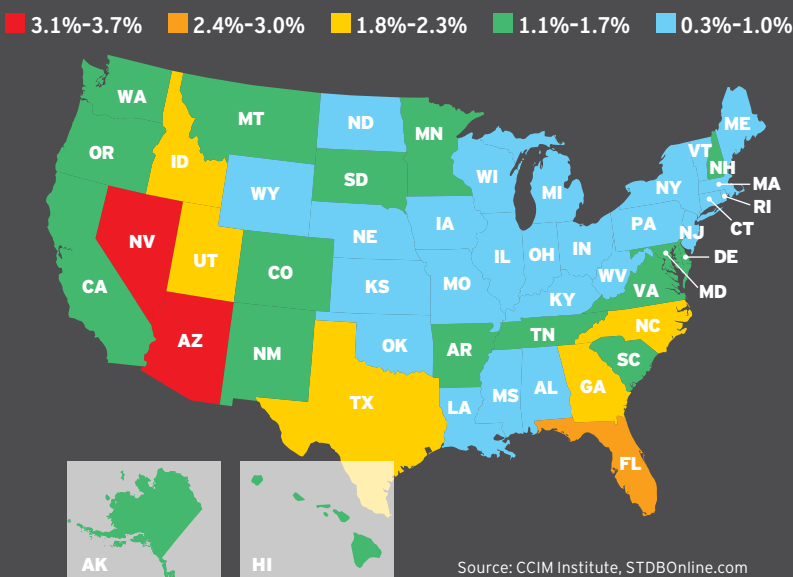
“For example, many pellet companies want to export to Europe given the EU’s mandate to meet renewable energy goals of 20 percent by 2020,” Harris says. Virginia’s Appalachian lumber mills position the port to serve this emerging export market.

Similar examples of trade balance are found elsewhere throughout the Southeast. In February 2012, the Georgia Ports Authority reported loaded container volumes were 55 percent in favor of exports. In prior years, container volumes were

2007-2012 U.S. Annual Population Growth

Nevada and Arizona are the fastest-growing states in terms of population percentage, but more densely populated states make the Southeast the fastest-growing U.S. region. Currently home to 44 percent of the total U.S. population, the Southeast continues to welcome new residents, creating opportunities for logistics businesses that serve the region.

GROWTH BY STATE



60 percent imports. This shift has implications up and down the supply chain.

“Ocean carriers can have a loaded box going both ways; there are no empty miles for steamship lines—or for trucks,” says Wheeler. “The carriers then have greater leverage to lower prices for customers.” In effect, it creates a more competitive and healthy market because carriers and shippers want to play.


In the not-too-distant future, half the U.S. population will be living in the Southeast (*see chart*). “The question then becomes, ‘How do you serve those consumers?’” says Wheeler.

Transit time is no longer as important as cost. Bunker fuel prices continue to rise. Larger ships and slow steaming become obvious means to reduce

total logistics costs. And companies today are more sophisticated in the way they approach and manage their supply chains. With enough visibility to demand, and visibility upstream to points of origin, shippers and consignees can accommodate all-water service from Asia to the U.S. East Coast via either the Suez or Panama canals.

The Panama Canal's imminent expansion adds another dimension to the Southeast firmament. Ports are putting a fresh coat of paint on facilities, dredging harbors, and freshening their sails for a trade wind that will bring New Panamax ships to their berths.

Shippers and consignees, in turn, are similarly exploring new growth opportunities while realigning distribution strategies and networks.



They answered
the call and are
waiting for yours.

Hire leadership.

Hire a Vet.

Hire a Veteran.

Sponsored by *Inbound Logistics*

RECEIVE FREE NO OBLIGATION GUIDANCE AND ADVICE

www.inboundlogistics.com/3pl



Macy's has long marketed itself as a shopping mecca for visitors to the United States. But it has only offered overseas shipping to Web buyers since 2011.

American Sold, Foreign Bought

As U.S. consumers carefully monitor their bank account balances, retailers are throwing caution and opportunity to new trade whims as they look to capitalize on other markets and sales opportunities. Companies such as Macy's, Williams-Sonoma, J. Crew, and Crate and Barrel are among several that have started focusing attention on e-commerce sales channels overseas.

While there have been singular examples of companies taking a similar tack in the past—notably Abercrombie & Fitch—this global rush will likely shake up how some companies manage their supply chains. Retailers may be simply seizing offshore demand for de-valued U.S. products while domestic spending remains slack; or, more strategically, looking to establish brand appeal in certain markets where they have brick-and-mortar aspirations.

The strategy presents subtle challenges. Shipping to foreign addresses can complicate ordering systems, and inflate Customs and other transportation fees. Existing warehouse management technologies may not easily adapt to different postal codes—which results in a seemingly simple, yet costly, problem.

Some companies may be testing the waters; others that find traction will inevitably have to consider more sweeping supply chain changes—whether to partner with third-party logistics service providers, merge fulfillment channels, or, in best-case scenarios, regionalize production and logistics to grow sales and reduce total logistics costs.

DEDICATED SERVICES | EXPEDITED | MALONE | LOGISTICS | SPECIALIZED TRANSPORTATION

THE HIGHEST LEVEL OF HIGH-VALUE SERVICE.



As the leading provider of high-touch, high-value supply chain solutions, you won't find a more valuable logistics provider when your shipment needs individual attention. We'll cover everything from packing and loading, warehousing, inventory management, installation and reverse logistics. STI has more than 45 years of experience in ensuring that every item reaches its destination on time and in perfect condition. What could be more valuable than that?



crst.com • 1-800-736-2778 | STIdelivers.com • 1-800-234-2788

CRST-THE TRANSPORTATION SOLUTION

Business Ethics Plays Role in Ranking Supply Chain Excellence

How ethical can a successful business be without compromising its competitive edge? It's an uneasy question that companies across all industries encounter daily. Ethics is a loaded concept, and performance is stratified among different layers ranging from habitual abusers to good corporate citizens to visionaries and vanguards. It can cover sustainability and fair trade, warehouse labor safety, new-hire protocol, supplier conduct, and countless principles in between. The challenge for profitable companies has always been balancing public persona and private reality.

Globalization, technology, new media, and increasing demand for supply chain transparency have allowed consumers and regulatory agencies greater access to corporate backwaters. Supplier relationships

From implementation to ROI
in less than 90 days.



Now that's high-speed technology.

From start to finish you'll find our on-demand transportation management system is unlike any in its class. LMS' TOTAL offers low start-up and maintenance fees and a level of performance that laps the competition. Our robust freight rating and optimization engines team up to deliver the ultimate prize — a substantial return on investment. Contact us for a free test drive.



Logistics Management Solutions :: 800-355-2153 :: www.lmslogistics.com

RECEIVE FREE NO OBLIGATION GUIDANCE AND ADVICE

www.inboundlogistics.com/3pl

are no longer sacrosanct. And for some branded companies, quality and reputation trump cost—because the alternatives are far more costly.

SCRUTINIZING A MARKET LEADER

Recently, Apple has been the most obvious scapegoat—a consequence of its success but also of its marketing machine. In 2009, when the company took a very public stance by dropping its membership in the U.S. Chamber of Commerce over the lobby’s position on climate change legislation, it exposed itself to criticism. Consumer watchdogs and media began exploring Apple’s own ethics record offshore, uncovering a great deal of negative information about its supply chain practices.

Still, for three years running, Apple has topped Gartner’s annual index of the Top 25 supply chains. And judging by the constant buzz surrounding new product launches and the pervasive presence of Apple products in the marketplace, the

company’s transgressions have been largely ignored by consumers.

Gartner’s due diligence in tabulating its yearly results values companies that best demonstrate leadership in applying demand-driven principles to drive business results. In effect, these are companies that best match supply to demand and meet customer expectations.

PROMOTING BUSINESS ETHICS

While Gartner does not yet include aspects of corporate social responsibility (CSR) in its benchmarking (stay tuned for its 2012 list in May), the Ethisphere Institute does. The New York-based international think tank, which advances best practices in business ethics, began publishing its list of the World’s Most Ethical Companies in 2007.

Its designation “recognizes companies that not only promote ethical business standards and practices internally, but also exceed legal compliance minimums and shape future industry standards by

introducing best practices today.”

In 2012, the list includes 145 companies across 48 unique verticals—from aerospace and defense to transportation and logistics. By comparison, seven companies from Gartner’s 2011 Top 50 supply chains made Ethisphere’s most ethical list. What does this prove? For one, ethics is not a great consideration in the grand scheme of business performance—unless something goes horribly wrong.

In today’s economic environment, companies may be more willing to cut corners and reduce costs than pursue non-obligatory CSR requirements. Perhaps more telling, consumers aren’t buying goods and services based on a company’s ethics record. They’re paying for product availability, quality, price, and customer service. Manufacturers and retailers are following their cue to the bottom line.

Still, companies that manage to uphold a high level of civic responsibility while setting a standard for supply chain excellence should be lauded. It’s no small feat.

Retailers and Social Media: #economy #efficiency #visibility

Because communication is such an important component of collaboration, and filtered, granular-level data is the key to real-time analysis and execution, it’s no wonder retail supply chains are trending toward the immediacy and brevity of social media. Online portals and instant messaging are helping companies more effectively share information such as consumer demand and on-time delivery performance with customers, ultimately resulting in fewer stockouts and lower fulfillment costs, according to new Aberdeen Group research.

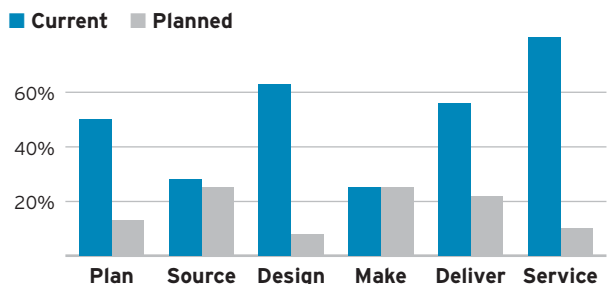
The report, *An Emerging Social Paradigm in the Retail and Consumer Markets*, is based on a recent survey of 89 retailers and consumer market suppliers, 44 percent of whom use social networking among employees and trading partners. More telling, another 37 percent of those retailers plan to begin using social media tools in their supply chains within one to two years (see chart).

Sharing information instantly through social media that can connect with virtually anyone involved in a supply chain allows retailers to quickly take action or push alerts.

The study also found that companies using social media tend to be more accurate and efficient than laggards: 94.3 percent to 92.2 percent in terms

of on-time shipments; 3.4 percent to 7.2 percent in out-of-stock rates; and a 2.4-percent year-over-year increase in fulfillment costs compared to 4.3 percent.

Social Networking Usage, Current and Planned, by Supply Chain Phase



Source: Aberdeen Group

Collaboration Key to SC Improvement

Working together really does pay. Cooperative execution can improve operational metrics such as inventory days, total landed costs, and cash-to-cash cycles by more than 50 percent, according to *Collaborative Execution: Speed, Innovation and Profitability*, a survey of 374 supply chain professionals conducted by solutions provider E2open and supply chain think tank SCM World.

“Collaborative execution means working together to improve supply chain performance by continuously solving real problems with better information,” says Fahim Afghan, SCM World.

By a ratio of nearly two to one, supply chain professionals agree that one of the biggest barriers to collaborative execution is a slow issue-resolution process — a systemic problem related to information flow quality, in terms of both the granularity and timeliness of shared data.

Similarly, 92 percent of respondents concur that rapid problem resolution is part of good collaboration, which can be defined in terms of both problem solving and organizational learning speed. More than half the respondents indicate that speed of response in truly collaborative relationships is twice as fast as in non-collaborative trading partner relationships.

Among other findings:

■ Information sharing is the vital element of collaboration. Seventy-three percent of respondents assert that customers must share demand data; 83 percent indicate that suppliers must disclose availability information.

■ Effective collaboration creates cost efficiency, with 80 percent strongly agreeing that they achieve this benefit.

■ Eighty-two percent of respondents believe collaborative relationships enhance the innovation process, enabling more effective experimentation. ■

**With Collaborative Distribution,
we can save these brands up to 35%.**



We're the CPG Collaborative Distribution specialists.

Think about it: CPG products wind up in the same shopping cart. Why can't they be stored and shipped together? Our Code Green Collaborative Distribution Program brings together middle-market manufacturers to share warehouse space and consolidate shipments moving to the same retail customers. Consolidated shipments mean fewer trucks on the road and reduced carbon emissions. Best of all, it means we can cut your logistics costs by up to 35%! So if you want a better way to get your goods from factory floor to store shelf, remember: Kane Is Able.

kane
is able
The CPG Logistics Specialists

888-356-KANE (5263) • info@kaneisable.com • www.kaneisable.com

Stop the Manual Madness...

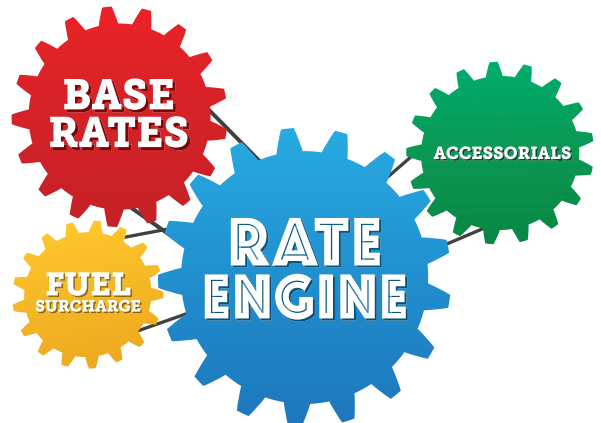


SHIPPING ZEN AWAITS

SmartFreightWare has a fully functional TMS that is a time-tested, highly scalable, web-based data workhorse built to help you rev up your competitive advantage. The secret sauce that drives our TMS is a powerful and robust rate engine.

THE BEST RATE ENGINE ON THE MARKET

SmartFreightWare's rate engine didn't become the transportation industry's finest overnight. The culmination of over a decade of development by experienced transportation and IT professionals, thousands of carrier contracts loaded with hundreds of various formats, and millions upon millions of computed "to-the-penny" freight quotes has forged it into the most robust and accurate rate engine in the industry.



VISIT WWW.SMARTFREIGHTWARE.COM
OR CALL 1-877-557-2345



smart **freight** ware®
Your partner for success

GLOBAL

THE WORLD AT A GLANCE

by **Joseph O'Reilly**

The combination of UPS and TNT Express creates a new dynamic in the logistics segment.

UPS Buys TNT Express, Shifting Global Balance

UPS' estimated \$6.77-billion acquisition of Netherlands-based TNT Express puts to rest lingering speculation about the future of Europe's number-two express mail provider following competition from FedEx and U.S. economic uncertainties. The move clearly places UPS in a new position of strength among its U.S. competitors and German expediter DHL as it looks to expand its presence in Europe and around the world.

UPS quantified the acquisition by stating that TNT's intra-Europe road and rail freight network will expand its logistics

solutions in Europe and provide North American customers with end-to-end service capabilities to that market. At the same time, European shippers will have similar access to the United States, Canada, and Mexico.

But the greater intrigue is how this new juggernaut deepens the footprint of UPS and its subsidiaries in fast-growing regions such as Asia-Pacific and Latin America.

For the past few years, TNT has been solidifying its Southeast Asian delivery system. Its integrated and branded Asian Road

Network, which debuted in 2005, links China with more than 125 cities across 3,100 miles in Vietnam, Thailand, Singapore, Malaysia, and Laos. A \$20-million regional hub in Singapore serves as a feeder into this growing intra-Asian lane. As manufacturing costs and consumer inflation continue to push China's off-shore interests and global companies in new directions, Southeast Asia is an obvious beneficiary. So is Brazil, where TNT has made similar inroads.

One challenge for global shippers and service providers is having assets and expertise on the ground—in lieu of relying on unreliable local resources—so they can allay risk and increase responsiveness. TNT provides this ready-made mix of infrastructure and resources. Still, its Chinese and Brazilian operations have

underperformed, which likely contributed to the delay in sale, and now raises questions as to the viability of these other interests beyond Europe.

“While TNT has businesses in Brazil and Southeast Asia/China, they do not appear to be in good shape,” says Thomas Cullen, senior analyst for Transport Intelligence, a European logistics market consultant. “Brazil, in particular, seems to have severe problems. It will be interesting to see what UPS does with the Asian road freight business, as it has attempted to enter this market before.”

Bringing TNT into the fold now places UPS in direct competition with Deutsch Post's DHL Express business in the European market—a reversal of fate after the German conglomerate's failed effort to capture market share in the United States

with the DHL brand. Given Europe's current financial circumstances, UPS may see an opportunity to seize more than its “new” one-third share of the package delivery market with a competitive product and new value proposition.

UPS currently derives about 26 percent of its sales from outside the United States, according to financial services firm Stifel Nicolaus. That is expected to grow to 36 percent with the TNT buy, and reach 50 percent in the next five years. UPS competitors in both the expedited delivery and logistics sectors will probably feel pressure to respond.

“I can't see DHL doing anything, but FedEx must be considering its options,” notes Cullen. “The only problem is that FedEx indicated it wasn't interested in TNT—as did UPS.”

Franprix Food Deliveries Barge In

European shippers have historically relied on inland river transport as a conventional channel for distributing freight, but Franprix's expectations are truly avant garde. The French supermarket plans to begin daily food deliveries to 80 stores in Paris via barge-intermodal.

Franprix will transport containers by truck from a warehouse in the Parisian suburbs to the inland port of

Bonneuil-sur-Marne. It will then transfer the containers 12 miles by barge along the Marne and Seine rivers to the heart of the French capital—thus avoiding chronic road traffic congestion. Previously, services carrying food products by river to Paris had to terminate at ports in the suburbs due to the lack of a city center river terminal capable of handling containers.

Inland ports operator Ports de Paris has made the supermarket's endeavor possible by creating a stretch of quayside in the city center that can accommodate barge shuttles. The service, which will be managed by France-based 3PL Norbert Dentressangle, is scheduled for launch in September 2012, beginning with 28 containers (the equivalent of 450 pallets) and eventually growing to 48 containers. Each container transported by river represents about 6,000 fewer truck miles annually.

French retailer Franprix will start transporting containers along the River Seine in late 2012.



FedEx has since acquired Polish shipping company Opek, which gives it access to a domestic ground network worth about \$70 million in annual revenue and 12.5 million shipments.

The extent to which this recent shake-up more broadly impacts global supply chains remains to be seen. With the U.S. economy beginning to show some signs of rebound, and Europe and parts of Asia now confronting their own domestic downturns, there is conjecture that more contraction is imminent. Rumors are circulating that \$1-billion 3PL BDP International is on the market. Cullen sees this as a possibility, but believes the supply chain will find balance organically through further attrition.

“The purchase of TNT may be part of a trend in logistics sector consolidation, but I doubt if other areas such as shipping are too influenced by it,” he explains. “There has been an ‘oversupply’ of logistics companies in various sectors for many years now.”

Barring any regulatory or antitrust hiccups, the true impact of this swing in expedited delivery dominance will ultimately take time to materialize—after the European economy recovers and if, or when, TNT’s Southeast Asian and Latin American investments eventually mature under new direction.

Indian Godowns Grow Up

Simple storage godowns—or warehouses—in India are giving way to venture-funded logistics parks that are growing out to meet domestic consumption demand, according to a recent article by Indian newspaper *Mint*. This infrastructure transformation is part of sweeping modernization efforts throughout the country aimed at raising transportation and distribution standards, and improving performance.

Most Indian logistics parks are upgraded godowns or modern warehouses. A logistics park is generally differentiated by value-added services such as warehousing, cold storage, multi-modal transport, and the presence of an inland container depot or freight station.

The emergence of logistics parks is largely due to changes in the country’s taxation structure; fast growth in sectors such as automotive, mining, pharmaceuticals, and retail; and an increase in export-import trade and manufacturing activity. Companies are also driving greater efficiency and economy by consolidating facilities and activities, thereby reducing materials handling costs and speeding truck turns.

The investment of India’s vertically integrated businesses, such as Tata Group and Reliance Industries, is driving this current trend. But continuing development, and the government’s liberalization of trade and investment policies, will make the Indian market a much more attractive opportunity for foreign companies as well.

**MULTIPLE
FORWARDERS.
ONE
PORTAL.
PERIOD.**



XpressRate.com
Get International Shipping Quotes Online...Fast!

XpressRate.com combines several forwarders together and provides a Travelocity® like site so that importers and exporters can retrieve international air and ocean rates instantly. **TRY IT TODAY!**



Ocean carriers cut vessel speeds and adjust fleet sizes to cope with an uncertain market.

Global Ocean Fleet Shrinks

What began in 2009 as a reactive measure to the U.S. economic downturn is now becoming standard operating procedure for the ocean freight industry. Steamship lines are starting to take containerships out of operation as rising fuel costs and falling freight rates threaten profitability, according to Maersk Line CEO Soren Skou.

About five percent of global container capacity—equivalent to 800,000 TEUs—is currently out of action. That figure could rise to one million TEUs in the near future.

Over the past decade, steamship lines have been locked in a tug-of-war over who has the biggest and best vessels. The looming reality of New Panamax containerships has only heightened competition.

But new vessel orders are flooding the market without a corresponding reduction in assets. In 2011, a peak season never materialized. Carriers introduced, then reduced, surcharges—and still ran well below capacity. Now shipping lines are reverting to 2009 measures and removing capacity entirely by laying up ships to artificially reduce costs, stimulate demand, and maintain rates. It's no different from lean efforts elsewhere in the supply chain.

Maersk, the world's largest container

shipping carrier, posted a net loss of \$505 million in 2011 and anticipates further losses in 2012. As a consequence, the carrier is committed to restoring profitability and reducing market overcapacity by adjusting its fleet and reducing vessel speed. Expect other carriers to follow suit.

Riding on the Marrakesh Express

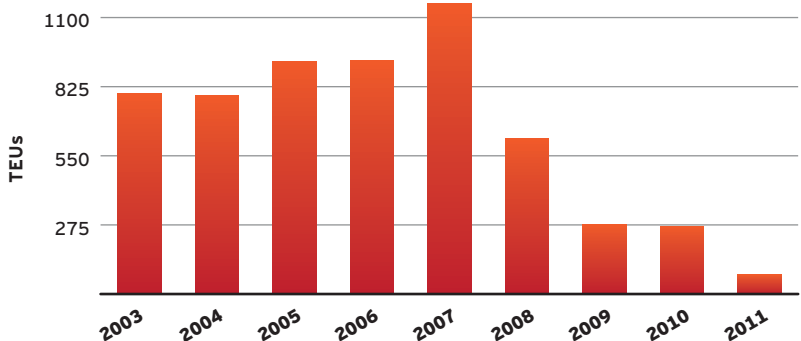
Despite recurring political instability in the region, North Africa's logistics star is on the rise—particularly on its far western coast in Morocco. The country is looking to set up 70 logistics hubs in Marrakesh, Casablanca, Tangier, Rabat, and Fes by 2020, as part of a long-term program to transform its supply chain capabilities.

North Africa plans to set up a national agency for logistics to steer the project, which forms part of an agreement between the government and the Confederation of Moroccan Industry aimed at making the country more globally competitive. In addition to creating a national network of hubs, the agency will also focus on expanding and optimizing traffic flows, attracting logistics talent, and managing regulatory governance.

One of the first hubs will be developed near the Port of Mohammedia, about 15 miles from Casablanca, where industrial developer GSE has secured a warehouse for Moroccan logistics firm SNTL. **[]**

U.S. Inbound TEUs from Iran

While U.S. imports from many countries have shown an increase over the past two years, imports from Iran have trended downward consistently since 2007. Due to recent debate, that will likely continue.



Source: Zepol Corporation, www.zepol.com

Any Freight Invoice, From Any Provider, Anywhere in the World.



Atlanta, USA San Jose, Costa Rica Ellesmere Port, United Kingdom Kolkata, India Shenyang, China

nVision Global is a leading Global Freight Audit, Payment & Logistics Information Management Services provider. Through our network of strategically placed full service processing centers, nVision Global partners with multi-national corporations seeking a truly global, single-source solution that transcends the traditional freight audit and payment offering.

In addition to our prompt, accurate and SOX compliant Freight Audit and Payment services, nVision Global provides a single, global data warehouse of information and leading edge analytical tools that empower our customers to streamline and optimize their global supply chain resulting in year over year verifiable bottom line savings!

Contact us today to see how nVision Global provides "Tomorrow's Vision Today."

770.474.4122 / 1900 Brannan Road, Suite 300 / McDonough, GA 30253 USA



[3PL LINE]

BY LARS KLOCH

Managing Director, USA, SBS Worldwide
lars.kloch@sbsworldwide.com | 770-471-8952

Preparing for an Ocean Capacity Crunch

Shipping lines are suffering from an oversupply of vessel capacity on key Transatlantic and Asia-Europe trade lanes. Normally, this situation would be good news for shippers, because it means they have plenty of access to capacity—and the upper hand in negotiations with ocean carriers.

Shippers should be worried about the overcapacity situation, combined with rapidly declining shipping line profitability caused by rising costs and low rates. The last time carrier profits came under pressure while market overcapacity occurred on the main trades—late 2009 and early 2010—shipping lines removed a glut of capacity to correct the oversupply situation.

Cutting Too Deep

They overestimated how much capacity to remove, however, resulting in months of disruption. Ocean carriers were forced to leave containers behind when they were unable to provide enough space to meet demand. Many carriers also cut and changed services with little or no notice, causing massive upsets in supply chain operations.

Unfortunately, early indicators suggest a similar situation could occur again. The laid-up container fleet—often used to gauge how many ships have been

temporarily withdrawn from service—increased by 54 percent between early November 2011 and mid-January 2012, according to industry analyst Alphaliner.

In mid-January, the idle container vessel fleet stood at 676,000 TEUs, compared to more than one million TEUs during the previous capacity shortage. Nevertheless, containers were left behind due to capacity withdrawal and a sudden cargo surge before factories in China closed for New Year celebrations.

Analysts are not confident that the situation will improve as the year progresses, meaning the volatile market conditions and possibility of sudden capacity withdrawals could linger.

Preventive Measures

Despite these gloomy predictions, there is no guarantee carriers will cut capacity as deeply or with as little notice as they did in 2009. Yet it may prove advisable to take certain steps to guard against this eventuality.

Shippers can protect their cargo by ensuring logistics providers have strong, long-term relationships with more than one reliable shipping line on any trade lanes where they require transport services. This approach allows providers to switch shipments between carriers if one has spare capacity when others lack space. It also reduces the risk of shipments being stranded if a shipping line goes bust or withdraws from a trade lane.

Ensuring your logistics partners have stable carrier relationships is also vital because carriers forced to leave containers behind in an attempt to improve profitability tend to target shippers with short-term, supply-and-demand-driven carrier relationships.

When choosing logistics partners, shippers must weigh a range of considerations, including reputation, buying power, and local knowledge of customs regulations and industry verticals. But during the coming year, the relationship your logistics partner has with shipping lines should carry added weight in your selection process.

Using logistics companies that have excellent buying power and strong relationships with reliable carriers helps ensure your space is protected when capacity becomes tight. ■



Costume not included.

C3 Reservations.

A suite of online dock scheduling tools
that will transform your business so completely,
you might have to rethink your wardrobe.



Visit C3hero.com



C3 Solutions



THE **LEAN** SUPPLY CHAIN

BY PAUL A. MYERSON

Managing Partner, LPA, LLC and author of
Lean Supply Chain & Logistics Management.
paul@psiplanner.com | 732-441-3879

The Journey to Continuous Supply Chain Improvement

For the past several years, businesses have focused on cutting supply chain and logistics costs. Their efforts have been partially successful, but they have left a lot on the table, not only in terms of cost reduction opportunities, but also productivity and quality.

Applying lean manufacturing principles to supply chain and logistics operations is one way businesses have reduced their costs. Lean is a team-based form of continuous improvement that focuses on identifying and eliminating waste—activities that do not add value for the customer. After all, customers are ultimately paying for the end product or service, which to them is the value-added effort of transforming raw materials into finished goods. By this definition, activities that don't add value to the customer—such as product being stored, inspected, or delayed—are 100-percent waste.

In most supply chains, the full cycle time—when material or information enters the supply chain until it is delivered to the customer—is primarily waste. Little of this processing time is value-added from the customer's viewpoint.

Many lean manufacturing professionals refer to this cycle time as dock-to-dock time. The shorter the dock-to-dock time,

the more lean the manufacturing process. The same can be said of your supply—and demand—chain.

In lean terms, supply chain and logistics areas are frequently viewed as a box (one activity, such as warehousing) or a line (transportation) on a value stream map, which is a form of process flow mapping unique to lean. Value stream mapping separates value-added and non-value-added activities starting at the customer and working its way through the system back to the supplier.

Many concepts and tools in the lean practitioner's toolkit can be applied to your supply chain and logistics function. Some are relatively simple and easy to understand, such as 5S-Workplace Organization, Visual Workplace, and Layout. Others, such as Batch Size Reduction, Quick Changeover, and Total Productive Maintenance (equipment-related waste), are more complex. All require ongoing training, support, and commitment from both

management and the rank and file.

To get started requires a fundamental understanding of what is non-value-added or waste in the eyes of both the ultimate customer and the parties downstream who you are giving material or information to.

Taiichi Ohno of Toyota defines the Seven Wastes as:

1. Transportation
2. Inventory
3. Motion
4. Waiting
5. Overproduction
6. Overprocessing
7. Defects

A good way to remember these wastes is the acronym TIMWOOD. Many lean practitioners add an eighth waste: Underutilized employees, or Behavioral waste.

Lean principles can be competitive weapons and a great advantage in tough economic times. Once you and your team start considering the opportunities to reduce waste, you'll wish you had started on the lean journey sooner. ■

Parts of this column are adapted from *Lean Supply Chain & Logistics Management* (McGraw-Hill; 2012) by Paul A. Myerson with permission from McGraw-Hill.

Transportation Management System...



**A must have to manage
all aspects of your
supply chain!**

CTSI-Global is more than a freight audit and payment provider. With a SaaS model, the Transportation Management System (TMS) is a integrated solution that manages all aspects of your transportation network.

The ability to manage orders, optimize loads, select the best carriers, tender shipments, track their progress and manage claims can reduce transportation costs 10-30%.

Going with the one provider for TMS and Freight Pay, eliminates redundant processes and you pay a fraction of the price!



Call today for a Demo!

1-888-836-5135 • www.ctsi-global.com



[IT MATTERS]

BY TAMARA DWYER

Product Management Business Analyst, TAKE Solutions, Inc.
tamara.dwyer@takesolutions.com | 512-231-8191

The Three Pillars of Effective Returns Management

Returns management presents both challenges and opportunities for inbound logistics. Waste management regulations and non-compliance penalties are increasing. Rising commodity prices and a growing secondary marketplace, however, create an opportunity to recover value from used and scrapped materials.

A cost-effective reverse logistics program connects the incoming supply of returns with the product information and demand for repairable items or re-captured raw goods. Three pillars support returns management processes: speed, visibility, and control.

Pillar One: Speed

For fast and easy returns management, automate decisions about whether to generate return material authorizations (RMAs) and how to process returned material. Three tools to speed returns processing are:

1. Automated workflows. The disposition of the return depends on data points scattered throughout the enterprise: the item's value and materials, repair scope and cost, return source, and customer service contracts. Automating workflows drives repeatable processes and consistent routing that is efficient and measurably faster.

2. Labels and attachments. Automated workflows validate RMAs, and generate labels and shipping documents. Accurately labeled shipments with required paperwork and pre-addressed, carrier-compliant labels experience fewer delays and create a predictable inbound return stream.

3. User profiles. Profiles simplify user maintenance and permissions. User groups share attributes such as physical locations, payment terms, service contracts, and product return eligibility.

Pillar Two: Visibility

To improve visibility and predictability, information must be captured early in the process, ideally before the return is delivered to the receiving dock. Three of the most effective and easy-to-implement approaches to obtaining visibility are:

1. Web-based portals. These online tools allow authenticated users to

perform tasks from any location and time zone. Integrating Web-based portals with product data and financial applications provides consistent and accurate information across a diverse network of manufacturing locations, business units, and third-party service providers.

2. Carrier integration. Linking RMAs to carrier tracking numbers provides shipment visibility, both within Web-based portals and through automated notifications.

3. Bar-coded identifiers. Accurate inbound shipment information—including parts, condition, quantity, and dates—ensures the receiving dock and repair depot are stocked with the labor and equipment required to handle and process returns.

Pillar Three: Control

Synchronizing material movements is a common supply chain management challenge, especially for returns. Manufacturers must pay close attention to receipts and reconciliation, and notify stakeholders of impending quality issues. Reconciliation enables enterprise-wide visibility and control.

Three control touchpoints to build



Expect more Transportation Banking expertise.

At Regions, we understand that the transportation and logistics industry has a unique set of financial needs. With more than 50 years of transportation banking experience, our relationship managers have the specialized industry expertise and the commitment to help your company achieve its financial goals. Our bankers provide a single point of contact, streamlining each and every transaction, whether it's arranging special equipment financing, facilities loans, risk mitigation services or access to capital markets. Find out what other transportation organizations already know: Banking with Regions means banking with more financial control.

770.777.6169 | regions.com/transportation



Capital Markets* | Lending | Insurance* | Treasury Management



MEMBER © 2012 Regions Bank. Deposit accounts subject to the terms and conditions of the Regions Deposit Agreement. All financing subject to credit approval. *Investment and insurance **FDIC** products are not FDIC-insured, not deposits, not guaranteed by Regions Bank or its affiliates, not insured by any federal government agency, and may go down in value. Insurance products are sold through Regions Insurance, Inc., an affiliate of Regions Bank.

[IT MATTERS]

into the returns management process are:

1. Regulatory compliance. Compliance touches all aspects of the reverse logistics process. In addition to national borders and individual state regulations, shippers must follow industry-specific regulations, such as those governing food and drug safety. Workflows used to speed up the process also provide controls that minimize corporate liability.

2. Reconciliation and final disposition. Labeling and enterprise data integration reconcile RMA information with physical shipment, value, and accounting data. Combining financial systems and exception-based reporting enables quick shipment variance resolution and accurate credits, maintaining both external customer satisfaction and internal

financial control. Integrating with product engineering determines the raw materials' resale potential and value.

3. Quality assurance. Timely feedback helps teams address root causes of returns. Product engineering identifies quality control issues. Distribution cen-

ters review outbound shipment accuracy. Finance quantifies financial exposure and risks. Automated communication and metrics for each team improve quality throughout the enterprise.

Handling inbound return shipments quickly and efficiently increases recovery value.

Handling inbound return shipments quickly and efficiently increases value recovery—from repairing or reselling the

item or its raw materials—and decreases costs incurred through storing scrapped parts or waste management fees. Software solutions can help speed returns management by providing user profiles and workflows that define supply chain partners and processes; label-

ing and documentation that track the material; and Web-based portals and exception-based reporting to deliver information for timely reconciliation. These features, implemented with the three pillars, support a reliable and predictable returns process to provide value across the enterprise. ■



CATAPULT INTERNATIONAL

Work Smarter. Quote Faster.

Ocean Contract Management

- Reading, analyzing each of our clients' carrier service contracts (all steamship lines)
- Applying all base rates, surcharges, arbitraries, rules, and notes into one database
- Managing all amendments, changes, and surcharge updates (367 worldwide surcharge types)
- Catapult ocean surcharge staff comes from APL, Maersk, MOL, K-Line, and others

BENEFITS TO
CATAPULT
QMS™

- Know your best option from point A to point B
- Accurately quote your customer
- Less emails and phone calls from branches requesting rates

"I feel Catapult is a great company with knowledgeable employees, but most importantly, a company I can trust"

Myra Heavner, President- Sea Express America Corporation

Email us today: growth@gocatapult.com for a demonstration

Simply better...

CT LOGISTICS has been **saving** time and **money** since 1923.

FreitRater™



Freight Payment



3PL



TranSaver™

TMS

Pre-Audit

CT LOGISTICS believes there's always room for improvement, and that philosophy has made us a **leader in freight payment for over 89 years**. Since then we have been creating and refining money-saving innovations for each of our clients. So we're confident when we say talking to us will be worth your while. **Our FreitRater™ software is exclusive, our solutions are customized, and our reputation is unsurpassed.**

Call **216-267-2000**, today, for more about our Pre-Audit, Freight Payment, TMS software and other innovative ideas. Find out just how much more we can do for you.

ctlogistics.com



Confidence Trust Leadership since 1923.

RECEIVE FREE NO OBLIGATION GUIDANCE AND ADVICE

www.inboundlogistics.com/3pl



BY JOEL SUTHERLAND

Managing Director, University of San Diego's
Supply Chain Management Institute
joelsutherland@sandiego.edu | 619-260-2794

Universities Produce Supply Chain Management Talent

Where do companies find their supply chain talent? Does that talent match their needs? Are supply chain management skill requirements the same across all industries?

Firms, universities, and professional associations have struggled with these questions for years, and there are no one-size-fits-all answers.

Universities are similar to manufacturing companies in that, to survive and prosper, they must create products that are in demand. Schools offering logistics education must understand industry's evolving supply chain management needs, and develop a curriculum that produces talent that supports those needs. They must also review and adjust their supply chain course offerings regularly to ensure they stay current with industry's changing and evolving needs.

At a recent logistics conference, a supply chain executive at a well-known global manufacturing company discussed the critical role his company's talent-development program plays in its supply chain strategy. The organization hires talented students who closely match its needs, then invests heavily in that human talent for five years. The company's management talent rotates through various cross-functional roles across the country and internationally.

How can universities create the supply chain talent companies such as this one are seeking? Some schools have found that working closely with industry helps them understand companies' skillset requirements and evolving needs.

Here are some insights these schools have gained about industry's needs and the best approach to producing talent that aligns with these demands:

■ **No two supply chains are the same.** Students must acquire a broad background in supply chain management concepts and skills; the firms that hire them can later train them in company-specific processes and procedures.

■ **Real-world experience matters.** Working outside the classroom in an experiential activity that increases students' understanding of supply chain practices enhances their value to a firm.

■ **Globalization is becoming increasingly important.** Many companies are sourcing, manufacturing, and selling globally. Supply chain curricula should, therefore, include global supply chain management practices as a key element.

■ **Industry's needs evolve.** Topics

such as green/sustainable supply chains and global risk mitigation were not routinely taught just a few years ago. Today, expertise in these areas may be essential to a firm's long-term survival.

■ **An end-to-end supply chain understanding is essential.** While young talent will not initially be given end-to-end responsibilities that involve everything from sourcing to end customer delivery, it is necessary that they understand the importance and value that an integrated supply chain provides.

■ **Industry/university relationships are vital.** Companies that have developed a close working and recruiting relationship with universities tend to land the best recruits. The students become familiar and comfortable with these companies, and often respond favorably to their recruiting efforts.

Supply chain management's increasing complexity and importance require talent willing to accept increased responsibility. University programs should work closely with industry to understand their changing requirements and develop realistic course offerings to match these needs. Universities not willing to do so may soon discover their programs becoming less attractive to individuals and firms interested in the supply chain field. ■



Let us enlighten you

Does your freight bill process leave you in the dark? Shed light on the subject with Data2Logistics.

Save 5 -15% of your transportation spend with our total service solution which helps you to:

- Benchmark costs
- Analyze rate changes and bid proposals
- Control accessorial charges
- Track routing guide compliance
- Identify your least cost carrier



By partnering with Data2Logistics to audit, allocate and pay your invoices, you succeed by obtaining a single source for the robust global information capable of maximizing your bottom line. You receive actionable information to manage your transportation, not just access to data.

Data2Logistics also works with your carriers to improve billing accuracy ensuring the proper amount is invoiced and paid on time. We have the people and four decades of best practice experience to meet your audit, payment and transportation management information needs. Combined with our business intelligence services, we can materially reduce your transportation costs and help you to meet your goals and objectives. Call us to brighten the outlook on your transportation costs today.

609 683 3917

www.data2logistics.com

Ship Smarter and \$ave

RECEIVE FREE NO OBLIGATION GUIDANCE AND ADVICE

www.inboundlogistics.com/3pl



**An ERP solution equipped
with supply chain
management functions
gives businesses all the
logistics tools they need.**

by Merrill Douglas

ALL-IN-ONE

Enterprise resource planning (ERP) systems were developed to run entire businesses. So it's no surprise that ERP solutions have always addressed supply chain functions. In fact, the first ERP systems, which emerged in the late 1980s, often included distribution, inventory management, and transportation modules.

For rich, robust supply chain management (SCM) functions, however, many large companies have turned to vendors that specialize in supply chain planning, execution, or both. Often, users have built interfaces to move data between these "point solutions" and the ERP

packages that manage functions such as manufacturing, sales, finance, and human resources.

In their desire to serve up suites that meet more needs, ERP vendors have begun adding full SCM systems to their portfolios. They intend these solutions to provide everything a company might find in a best-of-breed SCM package.

One reason ERP vendors are expanding their product lines to include more SCM tools is that the North American ERP market has matured. "There are not many areas left for vendors to penetrate, especially in the big companies," says Eric Kimberling, president and chairman of Panorama Consulting, a Centennial, Colo., firm specializing in ERP software selection.

Many ERP vendors are looking overseas for more customers, and marketing to smaller companies at home. They're also offering their current customers new products, including more advanced supply chain packages.

Another reason ERP offerings are evolving is that many technology and finance executives prefer all-in-one systems. They don't want to deal with the integration and training issues that arise when tying best-of-breed applications—each with its own user interface—to an ERP suite.

"A lot of companies implementing ERP already have a hodgepodge of systems, and they want to consolidate," Kimberling says. "The last thing they want to hear from a software vendor is, 'We can do it if we bolt on one of these other systems.'"

If a business integrates one vendor's warehouse management system (WMS) with another solution provider's ERP system, for example, the WMS will track inventory, then periodically transmit that data to the enterprise system.

"Depending on how often the data exchange occurs, it's up to individuals to constantly make comparisons," Tatara says. If the two systems aren't in synch, a buyer or sales rep might end up making decisions based on obsolete data.

Also, when a company maintains separate ERP and SCM systems, employees who need to access both must learn to use separate user interfaces. "It increases the cost of training," Tatara says. If the ERP includes an SCM module, employees can be trained only once.

manufacturing line exactly when they're needed for production. Epicor's new product adds logic suited to distributors and their need to replenish warehouse inventory.

Understanding the Dynamics

When selecting an ERP, business size matters. Microsoft offers two tiers of ERP solutions: *Dynamics GP* for small and mid-sized businesses, and *Dynamics AX* for larger enterprises. Not only do these products allow data to flow seamlessly among their various modules, but they integrate closely with other Microsoft tools such as the Office suite and SharePoint.

Companies that use either *Dynamics* product may also take advantage of Microsoft's roster of independent software



An all-in-one package's business intelligence offers **a single version of the truth**. Companies don't have to compare data from disparate systems to figure out which is most correct.

— Mike Tatara, product marketing manager, Epicor Software

One Storehouse, One Truth

A big advantage of the all-in-one approach is that it allows companies to keep important business data in a single repository. "This provides real-time visibility across the entire organization," says Mike Tatara, product marketing manager at Livermore, Calif.-based Epicor Software.

Front-office employees, for example, can get current data on inventory movement, helping them provide accurate information on product availability and customer orders.

"An all-in-one package's business intelligence offers a single version of the truth," Tatara says. "Companies don't have to compare data from disparate systems to figure out which is most correct."

Epicor's Supply Chain Management module offers most of the same functions a user would find in a best-of-breed package, tied to the other capabilities necessary to run a business. It allows sales representatives in the field to check inventory, for example, from a smartphone or other mobile device.

In the newest version of Epicor's software, due to hit the market in May 2012, the SCM module will include some new logic for replenishment. This is designed to make the product more useful to a broader customer base.

"Historically, Epicor has relied on the kanban methodology that manufacturers use," Tatara says.

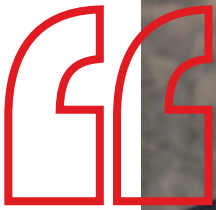
The kanban process delivers parts to a

vendors (ISVs), which can augment the ERP with processes specific to that customer's needs, says Rakesh Kumar, global industries product director, manufacturing, at Microsoft.

For example, a company that makes perfume might find that 90 percent of its requirements for an ERP system are the same as the requirements of other process manufacturers. But 10 percent of its needs might be unique.

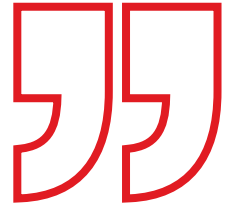
"ISVs can extend our solutions easily to meet their last-mile requirements," Kumar says.

Supply chain solutions within *Dynamics AX* extend across the spectrum from forecasting, planning, and procurement to manufacturing and



A lot of companies implementing ERP already have a **hodgepodge of systems**, and they want to consolidate.

—Eric Kimberling, president and chairman, Panorama Consulting



distribution management, including many warehouse functions.

For transportation management, however, Microsoft recommends customers work with a third party.

Microsoft recently introduced a new version of its ERP system for large enterprises, *Dynamics AX 2012*. From a supply chain perspective, one key improvement in the new release involves the way companies can manage global manufacturing operations.

For example, rather than defining each manufactured item as the product of a particular plant, the new solution recognizes that a company might make the same product in multiple locations. “When demand peaks in a particular region, *Dynamics AX* sends product from the local plant,” Kumar says. “Then it augments resources by filling the overflow demand from another plant.”

Integrated and Standalone

Another player in the ERP market, New York-based Infor Global Solutions, has relied heavily on acquisitions to create its current ERP offerings, which include products whose roots go back to early ERP vendors MAPICS and Baan.

Acquisitions have also made Infor an SCM player. In 2003, ERP vendor SSA Global Systems purchased EXE Technologies, a leading vendor of software for warehouse management and other supply chain functions. Infor then bought SSA in 2006.

Infor started to focus on SCM because, in today’s complex environment, companies need more than traditional ERP suite functions, says Alejandro Nieto, Infor’s global director of industry and product marketing for supply chain. An old-school ERP system might, for example, have

provided basic inventory management functions, but it couldn’t help manage value-added activities such as packaging or kitting.

Since it took over the EXE solutions, Infor has continued to develop its SCM product line to improve functionality and ease of use. And Infor has taken a different approach than many of its competitors in the ERP marketplace: it offers its SCM solutions both as fully integrated modules within a larger ERP suite and as stand-alone, best-of-breed software packages.

“Many of our customers use other vendors’ ERP solutions,” Nieto says.

But customers that use Infor’s ERP and SCM products together gain particular benefits, he notes. “The overall solution’s total cost of ownership is lower than using another provider’s SCM or ERP solution, because integrating the systems could add issues and costs.”

Infor’s SCM solutions include separate sets for sales and operations planning, supply chain planning, supply chain execution, and third-party logistics providers.

The *Infor10* ERP solution pulls together data from those and other applications, and presents it in ways that provide value to individual users.

“That means having different types of alerts, event management, dashboards, and key performance indicators (KPIs) connected with the variables the solution is controlling,” Nieto says.

Head-to-Head with Niche Vendors

Long-time ERP provider SAP’s SCM offerings have evolved a good deal since the vendor’s early days. “Years ago, SAP featured basic SCM functionality,” says Andres Botero, senior director, solutions

marketing for supply chain execution at SAP America in Newtown Square, Pa. When a customer needed complex SCM functionality, SAP turned to a third-party vendor to provide it.

“That is no longer the case,” Botero says. “Now we offer solutions that match the niche vendors’ functionality and compete head-to-head with them.”

SAP has introduced several new products in the SCM arena in recent years. One is a transportation management system, released in 2011. “It can manage domestic and international scenarios,” Botero says. “And it comes integrated with other areas of SAP—for example, environmental, health, and safety processes for handling hazardous goods.”

Although SAP introduced the product in 2005, its newest WMS, *Extended Warehouse Management (EWM)*, has grown considerably in the past few years.

Another recent addition is a solution that helps companies collaborate with vendors, customers, and, most recently, contract manufacturers. “Businesses need visibility into their outsourced manufacturers as if they were an extension of their organization,” says Richard Howells, head of solutions marketing for supply chain management applications at SAP.

Because metrics are so crucial to an operation’s success, over the past two years SAP has also added a solution that provides KPIs for supply chain operations. The tools are based on the Supply Chain Council’s Supply Chain Operations Reference model.

Another recent innovation is a series of Rapid Deployment solutions. These versions of SAP solutions are pre-configured to meet most users’ needs, making deployment less complex and therefore faster.

For example, SAP can deploy *EWM* in about 11 weeks for many customers. The provider offers Rapid Deployment for many of its solutions, including about 10 SCM packages.

Whichever ERP vendor a large company chooses to provide its SCM solution, its leaders must keep in mind that the all-in-one approach offers possible drawbacks as well as advantages.

“One potential downside is that while ERP tries to be everything to everyone within an organization, a best-of-breed solution that focuses on one area, such as supply chain, will typically perform those functions better than all-in-one software packages,” Kimberling says. Tension between the advantages of the ERP approach and the best-of-breed approach are only natural. “No matter what a company does, there are tradeoffs,” he adds.

Briggs and Stratton: No Interface, No Delay

Milwaukee-based manufacturer Briggs and Stratton has been an SAP shop since 1998, using the provider’s WMS as well as its ERP suite. Its Menomonee Falls, Wis., distribution center receives, stores, and ships service parts for Briggs and Stratton’s outdoor power products such as lawn mowers, snow blowers, and power washers. As the WMS receives sales orders, it assigns each one to an employee in the DC. A handheld radio frequency terminal directs the worker to the bin where each item in the order is stored.

“The worker scans the bin and part, then picks and packs it,” says William Harlow, plant manager at the Menomonee Falls DC. Harlow played a key role in the SAP implementation there, and helped get the software running at Briggs and Stratton facilities in Europe and Australia.

If the order is due to become part of a truckload or less-than-truckload shipment, the WMS directs the picked product to an automated sortation system, which routes it to the correct loading dock. If the order will become a parcel shipment to a Briggs and Stratton dealer or a consumer, the system directs it to a station where it is prepared for UPS pickup.

Because SAP provides both the ERP and WMS software, Briggs and Stratton never has to worry about interfaces between those



Patagonia's Reno, Nev., distribution center implemented Microsoft's *Demand AX* ERP suite to gain visibility to inventory at the company's other facilities.

solutions. Information flows easily to where it's needed.

“There’s no delay when we report costs or inventory,” Harlow says. “All the data is tied into one system.”

And because Briggs and Stratton uses one instance of SAP for its worldwide operations, managers can easily track activity in other plants. “We can view different types of sales orders, then compare how products are being sold in other parts of the world with how they’re being sold here,” Harlow says.

The suite that Briggs and Stratton bought from SAP includes other supply chain modules, such as transportation and yard management systems. So far, though, the company hasn’t used them.

Nor has it upgraded from its existing WMS to SAP’s newer *EWM* system—although company officials would like to. “There is potential for us to install it in the future,” Harlow says.

Recently, Briggs and Stratton worked with SAP to convert its DCs from traditional cycle counting to a dynamic process that counts at the bin level rather than the part level.

In early 2012, the company also completed a project to remove the middleware that connected the company’s SAP solution with UPS’s *ConnectShip* parcel shipping software. Direct integration has eliminated problems that occasionally used to shut down the shipping operation. “SAP and *ConnectShip* would be working, but we would have issues with the interface software,” Harlow recalls.

Also early in 2012, Briggs and Stratton’s IT team was working to reconfigure its SAP WMS to accommodate a strategy called “pick and path.” The goal is to improve a process that used to force employees picking product for the same customer from different zones to pack those parts in separate boxes.

“In the future, we’ll be able to leave in-progress cartons open,” Harlow says. “The person in the next work zone will complete the pick, and pack it out.”

Patagonia: Uniting the Channels

Outdoor recreation clothing and gear provider Patagonia began rolling out an ERP system in 2009. Replacing an assortment of legacy systems that dated back as far as 30 years, the new integrated suite gives Patagonia a better view of customer demand.

It also provides greater flexibility to assign inventory to different sales channels. Those improvements and others have helped Patagonia increase its inventory turns and fill rates.

Founded in 1972, Ventura, Calif.-based Patagonia started as both a wholesaler and a mail-order business. Today, its channels include wholesalers, international distributors, Patagonia retail stores, a mail-order catalog, and an e-commerce site.

Patagonia’s old software posed one problem: it managed inventory separately for each channel, says Mary Looby, manager of technical innovation at Patagonia. If demand surged in one channel, the system

Photo Courtesy of Patagonia / Jane Day

couldn't automatically locate extra inventory elsewhere and move it to fill the need. Once planners agreed to reallocate the merchandise, someone had to re-key the relevant data to accomplish the move.

Forecasting demand in advance of the spring or fall selling season also posed a challenge. Based on spreadsheets, the process took six weeks to complete, so planners could run only three forecasts before a season started. Once the season started, planners lacked the tools to continue updating forecasts based on actual sales.

In 2009, Patagonia started to implement the Microsoft *Dynamics AX* ERP suite. The company worked with Sunrise Technologies, a Microsoft implementation partner based in Winston-Salem, N.C., that provided add-on solutions with special features designed for the apparel industry.

Patagonia rolled out the new software in phases, starting in August 2009 with Microsoft's *Consumer Demand Planning* forecasting tool. It then implemented two components of the *Dynamics AX* finance module. The rest of the ERP went live at Patagonia in May 2010.

While making the switch to the new technology, Patagonia did retain some legacy software. One key solution it decided to keep was its Manhattan Associates WMS. This software has served Patagonia's needs well for many years, and it integrates with some sophisticated materials handling systems in the company's warehouse.

Synching Around the Clock

Numerous interfaces keep *Dynamics AX* and the WMS in synch around the clock. The ERP sends purchase order data to the WMS once a night. In return, the WMS makes a batch data transfer to *Dynamics AX*, providing information about inventory shipped and received throughout the day. During a work shift, *Dynamics AX* sends fulfillment orders—also known as pick tickets—to the WMS every five minutes. One category of data moves between the two systems on demand, however. "Users can view fulfillment orders in *Dynamics AX* for real-time status updates from WMS data," Looby notes.

Since Patagonia implemented *Dynamics AX*, planners have been running pre-season forecasts monthly. The system allows them to do it weekly, but demand doesn't change fast enough to justify that. For the current season, however, planners adjust forecasts as often as sales warrant.

Also, planners can see demand across all sales channels and make adjustments whenever they need to. "We don't segregate the inventory now," Looby says. "We soft-allocate it nightly, using priority and timing rules to reshuffle the inventory."

Patagonia hasn't calculated the metrics for the current fiscal year, but in late 2010, it had improved inventory turns by up to 30 percent and fill rates by 10 percent thanks to the new ERP. The company is now looking ahead to expanding its use of *Dynamics AX* to its operations outside the United States. "We'll probably implement Japan next," Looby says.

For companies such as Patagonia, and Briggs and Stratton, an ERP solution with integrated SCM functions can be an all-in-one tool for improving supply chain operations. □

**= Over 84,000 Alumni =
Proven Success**



**Accredited Online / Distance Learning
8 Academic and
Professional Career Tracks!
Now Available**



**The Leader in Logistics
Distance Learning Since 1923**

www.mylogisticscareer.com



**We've Turned
This Place
UPSIDE DOWN
to Produce
Award-Winning
Articles to Help
You Manage Your
Supply Chain!**



You can build an efficient, competitive, award-winning team by passing along an *Inbound Logistics* subscription.

Subscribe or renew online at

http://bit.ly/il_sub

**inbound
logistics**

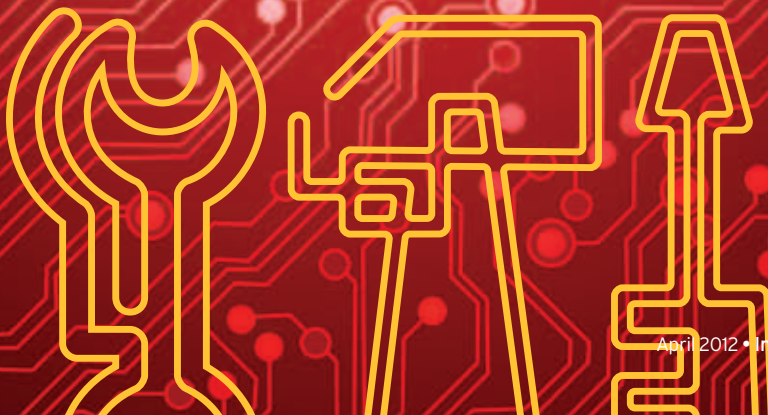
THE TOP 100

Logistics IT Providers & Market Research Survey

2012

Inbound Logistics' annual logistics technology market research report delivers exclusive insights on logistics technology trends, and reveals this year's best-in-class vendors.

by Joseph O'Reilly



April 2012 • Inbound Logistics 53



If one common thread ties all transportation and logistics technologies together, it's the importance of integration. Implementing and executing scalable solutions that work in concert with existing processes and systems—as well as other peer technologies—is a priority for shippers and service providers.

Why? Real-time data integration is a competitive enabler because it allows companies to conduct analytics, elicit business intelligence, and respond faster to supply and demand changes.

Functional logistics solutions no longer exist in vacuums. In fact, they've helped steer decision-making away from siloed thinking. Companies rely on data and communication synergies that flow across myriad internal and external business operations all over the world. In today's supply chain, nothing is static. Economic fluctuations, shifts in demand and supply, new selling/sourcing strategies, growing supply chain sophistication, and countless other impulses have forced logistics technology to adapt—as a matter of function as well as deployment.

Integration is a central theme in *Inbound Logistics'* annual Top 100 Logistics IT Providers market research survey and report. Soliciting information from more than 200 IT vendors, we juxtapose changing trend lines and how they are impacting investment and execution with new ways technology is evolving to demand. As a complement to this sweeping panorama of the logistics technology market, our Top 100 Logistics IT Providers list presents shelf-level information about companies *IL* editors deem best-in-class.

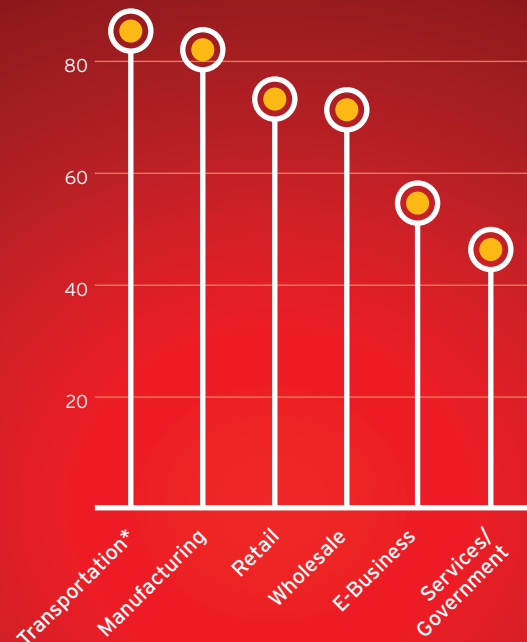
Poised for Growth

Even with the economy hanging in the balance, the logistics IT market has experienced considerable growth over the past few years — and that continues into 2012. Cloud computing has lowered the barrier of investment so companies of all sizes can tap sophisticated solutions that enhance their value propositions. And vendors have been hitting up new clients without fail.

Following a similar trend line as in 2011, 86 percent of IT companies responding to *IL's* market research survey grew their client roster by at least five percent—and 28 percent of respondents grew their customer base by 20 percent. While in the past some technology sellers have differentiated themselves by the size of customers they target, that no longer remains the case. Six percent of respondents sell only to large companies, five percent sell exclusively to small and medium-sized businesses, and 89 percent sell to both markets.

More telling is the price point where IT vendors are finding their sweet spot. Seventy-three percent of respondents see customer demand in the \$50,000 to \$250,000 range, followed by less than \$50,000 (61 percent) and more than \$250,000 (34 percent). Interest clearly skews toward more affordable

INDUSTRIAL STRENGTH



Transportation and logistics service providers remain the go-to industry for technology vendors, especially as intermediaries continue to expand their value propositions with new solution capabilities. Nearly 90 percent of respondents to *Inbound Logistics'* Top 100 Logistics IT market research report sell to 3PLs, warehouses, carriers, and other intermediaries. Manufacturing (86 percent) and retail (77 percent) are also top targets.

E-commerce is one industry niche that is beginning to show signs of marked growth as solutions companies develop technology specifically for online fulfillment. With Amazon having thoroughly democratized Internet selling, retailers ranging from mom-and-pop shops to High Street department stores are exploring opportunities to seize the market themselves. Whether a start-up, niche brand, or brick-and-mortar seller, the logistics technology industry is adapting to buyer need. Seventy-five percent of polled IT companies are targeting wholesale, while 58 percent serve the e-commerce space.

*includes 3PLs, warehousing, carriers, international trade
SOURCE: *Inbound Logistics* Top 100 Logistics IT Providers survey

solutions that don't tie up capital when budgets are tight and return on investment is paramount. A smaller number of IT companies (seven percent) is experimenting with "free" solutions, where they co-manage technology and execution, and gain-share. This type of model and partnership values continuous improvement and performance.

IT vendors have similarly upped the ante in demonstrating technology's value to transportation and logistics best practices. That itself would be an easy sell for larger corporations that have clout to command best-of-breed solutions. But for smaller enterprises without discretionary capital, new pricing and deployment models have made investment possible.

The cloud-based solution phenomenon has unleashed a flood of new logistics and supply chain solutions to the marketplace. Some are soup-to-nuts product suites; others are niche, by industry and function. Many are becoming best-in-class in an entirely new and differentiated caste of solutions. But whether an IT buyer is looking to upgrade a warehouse management system with a labor management module or replace a manual yard management process with an on-demand solution, ease of integration has become the cornerstone of successful deployments.

Legacy systems have given way to a new heir: Web-hosted solutions. Only seven percent of surveyed vendors exclusively provide locally installed technology. By contrast, 35 percent of respondents offer only Web, Software-as-a-Service (SaaS), or hosted solutions. The majority—58 percent—offer both locally installed and Web-hosted solutions.

In terms of cost structure, IT companies have become increasingly flexible with how they price their products. The number of vendors offering transactional pay-for-play options has exploded over the past six years from 44 percent in 2006 to 70 percent in 2012—largely a consequence of SaaS and other Web-delivered solutions. But technology developers will take customer money any way they can get it; 61 and 60 percent of respondents offer seat/user and system pricing arrangements, respectively.

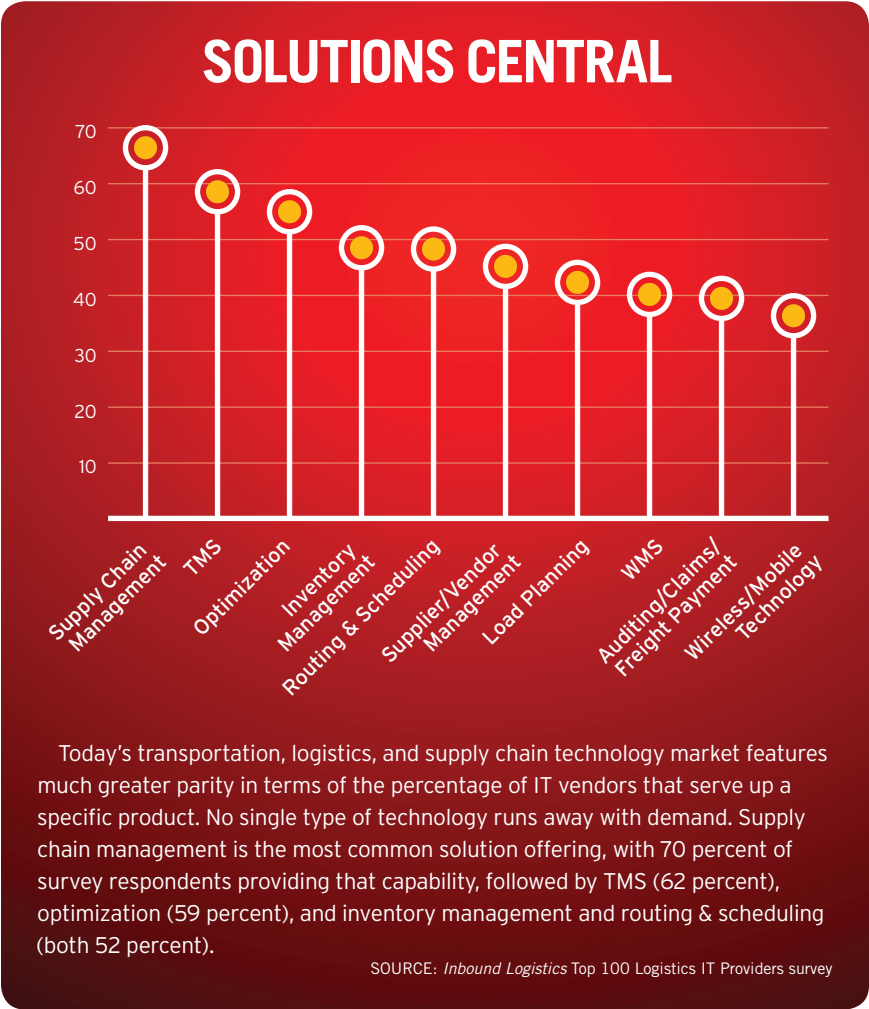
Finally, technology buyers today value quick return on investment (ROI). Many IT vendors provide rapid ROI and,

in turn, are reaping considerable gains. In 2012, 86 percent of survey respondents report more than five percent profit growth—and 39 percent have increased revenue beyond 20 percent.

Top 100 Logistics IT Providers

Every year, *Inbound Logistics* editors pore over questionnaires and conduct research online and over the phone to identify the Top 100 logistics and supply chain technology vendors in the market. The selection process places value on solutions that meet specific shipper demands. We look for companies where logistics and supply chain technologies are core, and where customer successes are documented and celebrated.

There is no single silver-bullet solution, and, increasingly, logistics IT buyers favor more best-in-class offerings that easily integrate under the umbrella of their supply chain. Turn the page to reveal the 2012 Top 100 logistics technology companies.



TOP

100

LOGISTICS IT PROVIDERS 2012

COMPANY NAME & PHONE NUMBER	E-MAIL & WEB ADDRESSES	PLATFORM		COST BASIS*				PRICE RANGE				INDUSTRIES					NICHE		
		WEB/SaaS/HOSTED	LOCAL	TRANSACTIONAL (SUBSCRIPTION)	SYSTEM	SEAT/USER	LESS THAN \$50K	\$50K TO \$250K	\$250K+	NO CHARGE TO CUSTOMER	MANUFACTURING	RETAIL	WHOLESALE	E-BUSINESS	SERVICES/GOVERNMENT	TRANSPORTATION	SMALL AND MEDIUM-SIZED COMPANIES	LARGE COMPANIES	
Aankhen 408-387-0083	info@aankhen.com www.aankhen.com	●	●	●	●	●	●				●	●	●			●	●	●	
Accellos 719-433-7018	info@accellos.com www.accellos.com	●	●			●	●				●	●	●	●	●	●	●		
Acuitive Solutions 704-321-4992	info@acuitivesolutions.com www.acuitivesolutions.com	●		●				●				●	●	●				●	
Agistix 650-362-2000	sales@agistix.com www.agistix.com	●		●			●	●			●	●	●	●	●	●	●	●	
Aljex Software 732-357-8700	sales@aljex.com www.aljex.com	●	●	●	●	●	●	●	●		●	●	●			●	●	●	
Amber Road 201-623-9471	solutions@amberroad.com www.amberroad.com	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	
Apprise Software 610-991-3900	marketing@apprise.com www.apprise.com	●	●			●		●			●		●	●			●	●	
Apriso 562-951-8000	sales@apriso.com www.apriso.com		●		●	●			●		●							●	
ASC Software 937-429-1428	sales@ascsoftware.com www.ascsoftware.com	●	●		●	●		●			●		●	●		●	●	●	
BestTransport 614-888-2378	ekeller@besttransport.com www.besttransport.com	●		●	●			●			●					●	●	●	
Blue Ridge 404-214-0085	ralph.widmaier@blueridgeinventory.com www.blueridgeinventory.com	●			●	●		●	●		●	●	●	●		●	●	●	
C3 Solutions 514-932-3883	sales@c3solutions.com www.c3solutions.com	●	●	●			●					●	●			●	●	●	
Cadre Technologies 866-252-2373	sales@cadretech.com www.cadretech.com	●	●		●	●		●			●	●	●	●		●	●	●	
CargoSmart 408-325-7600	info@cargosmart.com www.cargosmart.com	●		●	●		●	●			●	●	●	●	●	●	●	●	
Cass Information Systems 314-506-5500	cass@cassinfo.com www.cassinfo.com	●		●				●			●	●	●	●	●	●		●	
Catapult International 913-232-2389	growth@gocatapult.com www.gocatapult.com	●			●	●	●	●			●			●		●	●	●	
CDC Software 770-351-9600	info@cdcsoftware.com www.cdcsoftware.com	●	●	●	●	●	●	●			●	●				●	●	●	
Cheetah Software Systems 805-373-7111	info@cheetah.com www.cheetah.com	●	●		●	●	●	●	●		●	●	●		●	●	●	●	
ClearTrack 877-377-4400	info@cleartrack.com www.cleartrack.com	●		●				●	●			●	●			●	●	●	
CombineNet 877-293-5480	info@combinenet.com www.combinenet.com	●				●		●			●	●			●	●	●	●	

*** COST BASIS**

TRANSACTIONAL: scalable, depending on the number of transactions

SYSTEM: pricing for a complete install

SEAT/USER: scalable, depending upon system user

SPECIALIZATION	SOLUTIONS OFFERED																						
	AUDITING/CLAIMS/ FREIGHT PAYMENT	CUSTOMER RELATIONSHIP MGMT.	DEMAND MANAGEMENT	DRP/MRP**	ERP	GLOBAL TRADE MANAGEMENT	INVENTORY MANAGEMENT	LOAD PLANNING	MODELING/ FORECASTING	OPTIMIZATION	PROCUREMENT	PRODUCT LIFECYCLE MANAGEMENT	REVERSE LOGISTICS	RFID	ROUTING & SCHEDULING	SECURITY	SUPPLIER/VENDOR MANAGEMENT	SUPPLY CHAIN MANAGEMENT	SUSTAINABILITY	TRANSPORTATION/ TMS	WAREHOUSING/WMS	WIRELESS/MOBILE TECHNOLOGY	YARD MANAGEMENT
Pharma, electronics, chemicals, food, customs and revenue authorities											●					●		●					
Warehouse, third-party logistics, transportation, and mobile fleet management							●	●		●					●			●		●	●	●	●
International TMS, air/ocean freight audit and rate contract management	●					●														●			
Global supply chain visibility, data integration and normalization	●		●			●		●	●		●	●	●		●	●	●	●		●			
Freight brokers, 3PLs	●	●					●			●			●		●		●	●		●	●		●
Global trade management						●	●									●	●	●		●			
ERP for global consumer goods manufacturers, importers, distributors		●	●	●	●		●	●	●	●	●	●			●	●	●	●		●	●	●	
Synchronizing material flows between production, warehouse, and extended product supply chain				●			●														●		
Food/beverage, pharma, 3PLs				●			●							●			●	●			●	●	
Metals	●							●	●	●					●		●			●			
Durable and non-durable goods			●	●			●		●	●	●							●					
Food, retail, third-party warehousing, distribution															●								●
E-commerce fulfillment, consumer goods, food, frozen food, electronics							●	●		●								●		●	●	●	
SaaS global shipping and logistics solutions	●	●				●				●	●				●	●	●	●		●		●	
Freight bill rating, audit and payment, business intelligence services	●																	●					
Freight forwarders, NVOCCs, importers/exporters	●									●	●						●	●		●			
Retail, process manufacturing, transportation/3PL, automotive, medical device manufacturers		●		●	●	●	●	●			●	●	●	●		●	●	●		●	●	●	●
LTL, healthcare, courier, drayage								●	●	●					●			●		●		●	
Consumer retail	●					●											●	●		●			
CPG, food & beverage, manufacturing, transportation, retail, pharma, energy										●	●						●						

** DRP/MRP: Distribution Resource Planning/Material Resource Planning

TOP

100

LOGISTICS IT PROVIDERS 2012

		Platform		Cost Basis*			Price Range				Industries					Niche			
		Web/SaaS/Hosted	Local	Transactional (Subscription)	System	Seat/User	Less Than \$50K	\$50K To \$250K	\$250K+	No Charge To Customer	Manufacturing	Retail	Wholesale	E-Business	Services/Government	Transportation	Small And Medium-Sized Companies	Large Companies	
Company Name & Phone Number		E-Mail & Web Addresses																	
Compliance Networks 954-385-6527		richard.wilhelm@compliancenetworks.com www.compliancenetworks.com		●	●	●	●			●		●	●	●				●	●
CT Logistics 216-267-2000		sales@ctlogistics.com www.ctlogistics.com		●	●		●			●	●	●			●	●	●	●	●
CTSI-Global 888-836-5135		solutions@ctsi-global.com www.ctsi-global.com		●	●	●	●			●	●	●	●	●	●	●	●	●	●
Cypress Inland Corporation 303-781-3430		info@yardview.com www.yardview.com		●	●	●	●			●		●	●			●	●	●	●
Data2Logistics 609-577-3756		harold.friedman@data2logistics.com www.data2logistics.com		●		●				●	●		●	●	●	●	●	●	●
Datex 800-933-2839		marketing@datexcorp.com www.datexcorp.com		●	●	●	●	●		●	●	●				●	●	●	●
Demand Solutions 314-991-7100		info@demandsolutions.com www.demandsolutions.com			●			●			●	●	●	●	●			●	●
Deposco 678-366-4272		info@deposco.com www.deposco.com		●		●	●	●		●	●		●	●	●	●	●	●	●
Descartes Systems Group 800-419-8495		info@descartes.com www.descartes.com		●		●	●			●	●	●		●	●	●	●	●	●
Elemica 610-786-1200		info@elemica.com www.elemica.com		●		●	●	●		●	●	●		●		●		●	●
Epicor Software 949-999-6995		info@epicor.com www.epicor.com		●	●	●	●	●		●	●	●	●	●	●	●	●	●	●
Fortigo 866-376-8884		info@fortigo.com www.fortigo.com		●		●				●		●				●			●
Foxfire Software 864-868-5243		info@foxfiresoftware.com www.foxfiresoftware.com		●	●	●	●	●		●	●	●	●	●	●	●	●	●	●
Freightgate 714-799-2833		sales@freightgate.com www.freightgate.com		●	●	●	●	●		●	●	●	●	●	●	●	●	●	●
GT Nexus 510-808-2222		information@gtNexus.com www.gtNexus.com		●		●				●	●		●			●			●
HighJump Software 866-444-4586		sales@highjump.com www.highjump.com		●	●		●	●			●		●	●	●	●	●	●	●
IBM 201-266-7669		None www.ibm.com		●	●	●	●	●			●	●	●	●	●	●	●	●	●
IES 201-639-5000		sales@iesltd.com www.iesltd.com		●	●	●		●		●		●	●	●	●	●	●	●	●
Infor 800-260-2640		sales@infor.com www.infor.com		●	●	●	●	●		●	●	●	●	●	●	●	●	●	●
InMotion Global 727-822-9999		info@inmotionglobal.com www.inmotionglobal.com		●		●						●	●	●		●		●	●

*** COST BASIS**

TRANSACTIONAL: scalable, depending on the number of transactions

SYSTEM: pricing for a complete install

SEAT/USER: scalable, depending upon system user

SPECIALIZATION	SOLUTIONS OFFERED																						
	AUDITING/CLAIMS/ FREIGHT PAYMENT	CUSTOMER RELATIONSHIP MGMT.	DEMAND MANAGEMENT	DRP/MRP**	ERP	GLOBAL TRADE MANAGEMENT	INVENTORY MANAGEMENT	LOAD PLANNING	MODELING/ FORECASTING	OPTIMIZATION	PROCUREMENT	PRODUCT LIFECYCLE MANAGEMENT	REVERSE LOGISTICS	RFID	ROUTING & SCHEDULING	SECURITY	SUPPLIER/VENDOR MANAGEMENT	SUPPLY CHAIN MANAGEMENT	SUSTAINABILITY	TRANSPORTATION/ TMS	WAREHOUSING/WMS	WIRELESS/MOBILE TECHNOLOGY	YARD MANAGEMENT
Vendor compliance, supplier performance, supply chain intelligence	●																●	●			●		
Pharma, consumer goods, chemicals, automotive, steel, primary metals, building materials	●							●	●	●				●		●	●	●		●			
All modes, 3PLs & LSPs	●					●		●	●	●				●		●		●		●			
Warehouse, DC, manufacturing plant										●													●
Technology, manufacturing, telecommunications, distribution, e-commerce	●	●				●				●	●				●		●	●	●	●			
3PLs, cold & dry storage, pharma, food, precious metals, electronics, apparel							●				●		●				●				●	●	●
Supply chain management			●	●			●		●								●	●				●	
Automotive, e-commerce, retail, financial, healthcare, electronics, apparel, CPG			●	●			●		●		●						●	●			●		
Logistics-intensive businesses across all industries	●					●	●	●		●					●	●	●	●	●	●		●	●
Chemicals, tire and rubber, petro chemical, energy, plastics	●	●	●		●		●	●	●	●	●			●	●	●	●	●	●	●			
ERP solutions for manufacturing, distribution, retail, and service industries		●	●	●	●		●			●	●	●	●	●	●	●	●	●			●	●	
Distribution, 3PLs, high-tech	●																	●		●		●	
Apparel, electronics, food							●											●			●		
Shippers, importers/exporters, freight forwarders, NVOCCs, carriers, logistics service providers	●	●				●		●	●	●	●		●		●	●	●	●	●	●		●	
Retail, apparel, CPG, electronics, life sciences, chemicals, logistics services, pulp and paper	●					●	●		●	●	●						●	●	●	●			
Food and beverage, 3PL, retail	●						●	●		●				●	●		●	●		●	●	●	●
Retail, manufacturing, CPG, food & beverage	●						●	●		●	●		●	●		●	●	●		●	●	●	
Supply chain and purchase order management	●		●	●	●	●	●	●		●						●	●	●		●	●		
Manufacturing/distribution solutions	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Fully hosted, Web-based TMS	●	●						●	●	●	●		●	●	●		●			●			

** DRP/MRP: Distribution Resource Planning/Material Resource Planning

TOP

100

LOGISTICS IT PROVIDERS 2012

		PLATFORM		COST BASIS*			PRICE RANGE				INDUSTRIES					NICHE		
		WEB/SaaS/HOSTED	LOCAL	TRANSACTIONAL (SUBSCRIPTION)	SYSTEM	SEAT/USER	LESS THAN \$50K	\$50K TO \$250K	\$250K+	NO CHARGE TO CUSTOMER	MANUFACTURING	RETAIL	WHOLESALE	E-BUSINESS	SERVICES/ GOVERNMENT	TRANSPORTATION	SMALL AND MEDIUM-SIZED COMPANIES	LARGE COMPANIES
COMPANY NAME & PHONE NUMBER	E-MAIL & WEB ADDRESSES																	
INSIGHT 703-366-3061	kmyers@insightoutsmart.com www.insightoutsmart.com	●	●		●	●	●	●			●	●		●	●	●		●
InSync Software 408-352-0622	chuff@insyncinfo.com www.insyncinfo.com	●	●	●	●	●	●	●	●		●			●	●	●		●
Integration Point 704-576-3678	sales@integrationpoint.com www.integrationpoint.com	●		●			●	●			●	●	●	●	●	●	●	●
Interlink Technologies 800-655-5465	info@thinkinterlink.com www.thinkinterlink.com	●	●			●		●			●	●	●	●		●	●	●
INTTRA 973-263-5100	win.ross@inttra.com www.inttra.com	●	●	●					●		●	●	●			●	●	●
IQMS 805-227-1122	sales@iqms.com www.iqms.com		●	●		●		●			●						●	
JDA Software 480-308-3000	info@jda.com www.jda.com	●	●	●	●			●	●		●	●	●	●		●	●	●
Kewill 866-649-1900	info@kewill.com www.kewill.com	●	●	●	●		●	●			●	●		●		●	●	●
Knighted 914-762-0505	sales@knightedcs.com www.knightedcs.com	●	●		●	●		●	●		●	●	●	●		●	●	●
LeanLogistics 877-828-5861	sales@leanlogistics.com www.leanlogistics.com	●		●					●		●	●	●	●	●	●	●	●
Llamosoft 734-418-3120	sales@llamosoft.com www.llamosoft.com	●	●	●	●	●		●			●	●	●	●	●	●		●
LOG-NET 732-758-6800	sales@log-net.com www.log-net.com	●		●	●	●	●	●	●		●	●	●	●	●	●	●	●
LogFire 678-261-9001	info@logfire.com www.logfire.com	●	●	●			●				●	●	●	●	●	●	●	●
Logility 800-762-5207	sales@logility.com www.logility.com	●	●		●	●		●	●		●	●	●			●	●	●
Logistics Mgmt. Solutions (LMS) 800-355-2153	info@lmslogistics.com www.lmslogistics.com	●		●	●	●		●			●	●	●		●		●	●
Logistix Solutions 703-796-0141	info@logistixsolutions.com www.logistixsolutions.com	●	●	●			●				●	●	●		●	●	●	●
M33 Integrated Solutions 864-672-2862	info@m33integrated.com www.m33integrated.com	●		●			●				●						●	●
Made4net 201-645-4345	sales@made4net.com www.made4net.com	●	●			●		●	●		●	●	●				●	●
Magaya Corporation 786-845-9150	sales@magaya.com www.magaya.com	●	●			●	●						●	●		●	●	
MagicLogic Optimization 604-532-8662	info@magiclogic.com www.magiclogic.com	●	●		●	●	●				●	●	●	●	●	●	●	●

*** COST BASIS**

TRANSACTIONAL: scalable, depending on the number of transactions

SYSTEM: pricing for a complete install

SEAT/USER: scalable, depending upon system user

SPECIALIZATION	SOLUTIONS OFFERED																			
	AUDITING/CLAIMS/ FREIGHT PAYMENT	CUSTOMER RELATIONSHIP MGMT.	DEMAND MANAGEMENT	DRP/MRP**	ERP	GLOBAL TRADE MANAGEMENT	INVENTORY MANAGEMENT	LOAD PLANNING	MODELING/ FORECASTING	OPTIMIZATION	PROCUREMENT	PRODUCT LIFECYCLE MANAGEMENT	REVERSE LOGISTICS	RFID	ROUTING & SCHEDULING	SECURITY	SUPPLIER/VENDOR MANAGEMENT	SUPPLY CHAIN MANAGEMENT	SUSTAINABILITY	TRANSPORTATION/ TMS
Food & beverage, pharma			●				●		●	●			●		●	●		●	●	●
Software that powers RFID, sensor & GPS-driven asset & logistics tracking	●		●				●					●		●				●		
Global trade compliance, regulatory content, government agencies & trade partner connectivity						●	●									●				
Food, retail, pharma, 3PLs, automotive, electronics, cosmetics, manufacturing, distribution							●													
Cross-industry	●														●				●	
Automotive, medical, packaging, consumer goods		●	●	●	●		●	●	●			●			●	●	●	●		
Retail, manufacturing, wholesale distribution, transportation & logistics	●		●				●	●	●	●	●	●	●		●		●	●	●	●
Pharma, Internet retailers, manufacturing, logistics providers						●							●					●	●	
E-commerce, retail, 3PLs							●										●			●
TMS, business intelligence applications, sourcing and procurement applications	●					●		●		●	●				●				●	
Large companies with complex supply chains							●		●	●					●				●	
Retail, 3PL, manufacturing, electronics, chemicals	●	●	●		●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Retail, 3PL, manufacturers, consumer goods, pharma				●			●	●					●				●	●	●	●
Consumer goods, electronics, apparel, food & beverage, chemicals, service parts, furniture	●		●	●			●	●	●	●	●							●	●	●
Industrial manufacturing, chemicals	●					●		●	●	●			●		●		●	●	●	●
Food & beverage, manufacturing, retail							●		●	●	●		●		●			●	●	
Automation and expertise co-management of all transportation and logistics	●	●		●	●	●		●	●	●	●		●	●	●	●	●	●	●	●
Food, grocery retail, wholesale							●								●					●
Logistics management software solutions	●					●	●											●		●
Load planning & optimization software								●												

** DRP/MRP: Distribution Resource Planning/Material Resource Planning

TOP

100

LOGISTICS IT PROVIDERS 2012

		PLATFORM		COST BASIS*		PRICE RANGE				INDUSTRIES					NICHE			
		WEB/SaaS/HOSTED	LOCAL	TRANSACTIONAL (SUBSCRIPTION)	SYSTEM	SEAT/USER	LESS THAN \$50K	\$50K TO \$250K	\$250K+	NO CHARGE TO CUSTOMER	MANUFACTURING	RETAIL	WHOLESALE	E-BUSINESS	SERVICES/ GOVERNMENT	TRANSPORTATION	SMALL AND MEDIUM-SIZED COMPANIES	LARGE COMPANIES
COMPANY NAME & PHONE NUMBER	E-MAIL & WEB ADDRESSES																	
Manhattan Associates 678-597-7154	sales@manh.com www.manh.com	●	●	●	●	●			●		●	●	●			●	●	●
MercuryGate International 919-469-8057	sales@mercurygate.com www.mercurygate.com	●	●	●	●		●	●	●		●	●	●	●		●	●	●
Next View Software 714-881-5105	info@nextviewsoftware.com www.nextviewsoftware.com	●		●			●				●	●	●	●		●	●	●
NGC Software 305-556-9122	sales@ngcsoftware.com www.ngcsoftware.com	●	●			●		●			●	●	●	●		●	●	●
NTE 888-607-9371	sales@nte.com www.nte.com	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
nVision Global Technology 770-474-4122	ksnavely@nvisionglobal.com www.nvisionglobal.com	●	●	●				●			●	●	●	●	●	●	●	●
Oracle 847-721-7157	john.l.murphy@oracle.com www.oracle.com/index.html	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●
PeopleNet 888-346-3486	info@peoplenetonline.com www.peoplenetonline.com	●		●	●		●									●	●	●
PINC Solutions 510-474-7500	info@pincsolutions.com www.pincsolutions.com	●	●	●	●			●			●	●	●	●	●	●	●	●
Precision Software, Div. of QAD 312-239-1630	info@precisionsoftware.com www.precisionsoftware.com	●	●	●		●		●			●	●	●	●			●	●
Prophesy Transportation Solutions 800-776-6706	sales@mile.com www.mile.com	●	●	●	●	●	●	●								●	●	
QuestaWeb 908-233-2300	sales@questaweb.com www.questaweb.com	●	●		●	●	●	●	●		●	●	●		●	●	●	●
Railinc 877-724-5462	inquiries@railinc.com www.railinc.com	●		●	●		●	●			●				●	●	●	●
RateLinx 262-565-6150	sales@ratelinx.com www.ratelinx.com	●	●	●	●		●	●	●	●	●	●	●	●	●		●	●
RedPrairie 877-733-7724	info@redprairie.com www.redprairie.com	●	●	●		●			●		●	●	●	●	●	●	●	●
RMI, a GE Transportation Co. 404-443-4626	sales@rmiondemand.com www.rmiondemand.com	●	●	●	●	●	●	●	●		●					●	●	●
Roadnet Technologies 410-847-1900	info@roadnet.com www.roadnet.com	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●
Robocom Systems 631-753-2180	sales@robocom.com robocom.com	●	●			●	●				●		●		●	●	●	●
Sage 866-530-7243	sageerpsolutions@sage.com www.sagenorthamerica.com	●	●	●	●	●		●			●	●	●	●	●	●	●	●
SAP 800-872-1727	None www.sap.com	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●

* COST BASIS

TRANSACTIONAL: scalable, depending on the number of transactions

SYSTEM: pricing for a complete install

SEAT/USER: scalable, depending upon system user

SPECIALIZATION	SOLUTIONS OFFERED																						
	AUDITING/CLAIMS/ FREIGHT PAYMENT	CUSTOMER RELATIONSHIP MGMT.	DEMAND MANAGEMENT	DRP/MRP**	ERP	GLOBAL TRADE MANAGEMENT	INVENTORY MANAGEMENT	LOAD PLANNING	MODELING/ FORECASTING	OPTIMIZATION	PROCUREMENT	PRODUCT LIFECYCLE MANAGEMENT	REVERSE LOGISTICS	RFID	ROUTING & SCHEDULING	SECURITY	SUPPLIER/VENDOR MANAGEMENT	SUPPLY CHAIN MANAGEMENT	SUSTAINABILITY	TRANSPORTATION/ TMS	WAREHOUSING/WMS	WIRELESS/MOBILE TECHNOLOGY	YARD MANAGEMENT
Retail, wholesale, grocery, pharma, manufacturing	●	●	●	●			●	●	●	●	●	●	●		●		●	●	●	●	●		●
All industries																				●			
Retail, e-business																					●		
Fashion, apparel, footwear, furniture, eyewear, toys				●	●	●	●				●	●					●	●			●		
Food, chemicals, pharma, healthcare, retail, manufacturing, construction, international, 3PL/4PL	●	●	●	●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●	●	●
All industries	●								●	●	●							●		●			
Hardware and software to work together in the cloud and data centers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Onboard computing, mobile communications, fleet management, reporting, benchmarking										●					●			●				●	
All industries														●	●								●
Life sciences, electronics, industrial manufacturing, chemicals						●														●			
Agricultural, food & beverage, general freight, liquid & dry bulk commodities, refrigerated products								●												●			
All verticals						●								●		●		●					
Railroads, rail-related transportation services and logistics																		●		●			
Large to medium-size shippers with multiple sites and complicated, diverse spends in all modes	●								●	●	●		●				●			●			
CPG, food & beverage, chemicals, discrete manufacturing, automotive, retail, electronics						●	●	●	●	●			●	●	●		●	●		●	●		●
Railroad transportation management, intermodal terminal operations	●	●	●				●	●	●	●	●			●	●	●		●		●	●	●	●
Businesses that use vehicles to deliver goods or provide service					●			●	●	●					●	●			●	●		●	
Supply chain software							●	●	●	●					●			●		●	●	●	●
ERP solutions	●	●	●	●	●	●	●	●	●	●	●	●			●	●	●	●	●	●	●	●	●
Suite provider	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

** DRP/MRP: Distribution Resource Planning/Material Resource Planning

TOP

100

LOGISTICS IT PROVIDERS 2012

		Platform		Cost Basis*			Price Range				Industries					Niche		
		Web/SaaS/Hosted	Local	Transactional (Subscription)	System	Seat/User	Less Than \$50K	\$50K To \$250K	\$250K+	No Charge To Customer	Manufacturing	Retail	Wholesale	E-Business	Services/ Government	Transportation	Small And Medium-Sized Companies	Large Companies
Company Name & Phone Number		E-Mail & Web Addresses																
Servigistics 770-565-2340		info@servigistics.com www.servigistics.com		●	●	●	●			●		●				●	●	
ShipXpress 904-241-5850		charith@shipxpress.com www.shipxpress.com		●		●	●	●	●	●		●	●	●	●	●	●	●
Smart Software 800-762-7899		info@smartcorp.com www.smartcorp.com			●		●	●				●	●	●		●	●	●
SmartFreightWare 913-529-2345		sales@smartfreightware.com www.smartfreightware.com		●		●	●			●		●	●	●		●	●	●
SMC ³ 800-845-8090		sales@smc3.com www.smc3.com		●	●	●			●			●	●	●	●	●	●	●
Softeon 703-793-0005		info@softeon.com www.softeon.com		●	●		●	●		●		●	●	●	●	●	●	●
SPS Commerce 866-245-8100		info@spscommerce.com www.spscommerce.com		●		●			●	●		●	●	●	●		●	●
Supply Vision 847-388-0064		sales@supply-vision.com www.supply-vision.com		●	●			●	●							●	●	
Syntelic Solutions 240-686-1180		sales@syntelic.com www.syntelic.com		●		●	●		●	●		●	●	●		●	●	●
TECSYS Inc. 514-866-0001		info@tecsys.com www.tecsys.com		●	●		●	●		●		●		●	●	●	●	●
TMW Systems 800-401-6682		solutions@tmwsystems.com www.tmwsystems.com		●	●	●	●	●	●	●		●	●	●		●	●	●
ToolsGroup 617-263-0080		us-info@toolsgroup.com www.toolsgroup.com		●	●	●	●	●				●	●	●	●		●	●
TOPS Software Corporation 972-739-8677		info@topseng.com www.topseng.com		●	●	●	●	●	●			●	●	●		●	●	●
Trade Tech 425-837-9000		sales@tradetech.net www.tradetech.net		●		●		●	●			●	●	●	●		●	●
Transite Technology 919-862-1900		sales@transite.com www.transite.com		●	●	●	●		●	●		●	●	●	●		●	●
TransportGistics 631-567-4100		sales@transportgistics.com www.transportgistics.com		●		●	●	●	●			●	●	●	●	●	●	●
TransWorks 260-487-4500		sales_info@trnswrks.com www.trnswrks.com		●		●			●	●	●	●	●	●	●	●	●	●
Trendset Information Systems 419-270-8503		adam.akers@trendset.com www.trendset.com		●		●	●		●	●	●	●	●			●	●	●
Ultra Logistics 888-794-6642		sales@ultrashiptms.com www.ultralogistics.com		●		●			●	●	●	●	●			●	●	●
USTC Live Logistics 800-245-2839		info@ustclive.com www.ustclive.com		●		●	●	●		●		●	●	●	●		●	●

*** COST BASIS**

TRANSACTIONAL: scalable, depending on the number of transactions

SYSTEM: pricing for a complete install

SEAT/USER: scalable, depending upon system user

SPECIALIZATION	SOLUTIONS OFFERED																						
	AUDITING/CLAIMS/ FREIGHT PAYMENT	CUSTOMER RELATIONSHIP MGMT.	DEMAND MANAGEMENT	DRP/MRP**	ERP	GLOBAL TRADE MANAGEMENT	INVENTORY MANAGEMENT	LOAD PLANNING	MODELING/ FORECASTING	OPTIMIZATION	PROCUREMENT	PRODUCT LIFECYCLE MANAGEMENT	REVERSE LOGISTICS	RFID	ROUTING & SCHEDULING	SECURITY	SUPPLIER/VENDOR MANAGEMENT	SUPPLY CHAIN MANAGEMENT	SUSTAINABILITY	TRANSPORTATION/ TMS	WAREHOUSING/WMS	WIRELESS/MOBILE TECHNOLOGY	YARD MANAGEMENT
Aerospace & defense, industrial equipment, high-tech, consumer electronics & appliances							●		●				●								●	●	
Physical commodities supply chain, rail & truck freight	●		●	●			●	●		●					●		●	●				●	●
Cross-industry and service/spare parts			●				●		●	●			●					●					
Manufacturers, distributors, wholesalers, 3PLs, freight forwarders	●							●		●					●		●			●			
Freight management products and services	●								●	●	●				●			●		●	●		
Food, 3PL, consumer products, retail	●	●	●	●			●	●	●	●		●	●	●	●		●	●	●	●	●	●	●
On-demand supply chain management solutions							●										●	●					
Domestic surface & air, international air, ocean, distribution, WMS							●			●			●		●		●	●		●	●	●	
Food & beverage, retail, manufacturing								●		●					●			●		●	●		
Supply chain management	●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●		●	●	●	
Transportation service providers, private fleets	●	●						●	●	●					●	●				●		●	
Consumer goods, aftermarket parts, wholesale, retail			●				●	●	●									●					
All industries								●		●									●				
Importers/exporters, retailers, logistics providers, 3PLs, NVOCCs, ocean freight forwarders	●	●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●	●	●	●	
TMS										●	●		●				●	●		●			
Manufacturers, distributors, retail, 3PL	●		●					●		●	●		●	●	●		●	●		●		●	
Intermodal & dray, industrial, construction & building materials, metals, agricultural, food, chemicals, CPG	●	●			●			●		●	●				●	●	●	●	●	●		●	●
Automotive, technology, healthcare, retail	●							●	●	●	●				●		●	●	●	●		●	
Manufacturing, retail, food & beverage								●		●			●		●		●	●	●	●	●		
Transportation management solutions	●	●						●	●	●	●						●	●		●			

** DRP/MRP: Distribution Resource Planning/Material Resource Planning

“I’ll be there.”

Doug Stotlar
President & CEO

Con-way

As president and chief executive officer of Con-way Inc., Doug Stotlar has embraced transformational change to achieve breakthrough results. Hear first-hand how these organization-evolving initiatives are enabling Con-way Freight to adapt and thrive in today’s fast-changing, uncertain environment.



Transportation Meets Innovation

JUNE 26 - 29 2012 | CHICAGO

www.smc3connections.com/2012

One key step to finding answers to any logistics problem is knowing the right questions to ask.

Inbound Logistics assembled a team of supply chain technology leaders and asked for their perspectives on the important logistics challenges and opportunities impacting your business.

More importantly, these logistics I.T. thought leaders can give you guidance when considering applying technology innovations to your business processes.

I.T. THOUGHT LEADERS

68 **TOM HEINE**
CEO, Aljex Software

69 **NATHAN PIERI**
Senior Vice President, Marketing & Product
Management, Amber Road

70 **CHRIS JONES**
Executive Vice President, Marketing and Services,
Descartes

71 **MARTIN HUBERT**
CEO, Freightgate

72 **CHRIS JOHNSON**
Vice President of Research & Development,
LeanLogistics

73 **SCOTT FENWICK**
Senior Director, Product Strategy,
Manhattan Associates

74 **STEVEN SHOEMAKER**
Owner, RateLinx

75 **JEFF BOUDREAU**
Vice President, Business Development and Marketing,
Global Retail, Ryder Supply Chain Solutions

76 **ERIK KAAS**
Vice President, Product Management, Sage

77 **MIKE KOSITZKY**
Vice President and General Manager,
TMW Systems

78 **BRYN HEIMBECK**
CEO, Trade Tech Inc.

79 **LES HAMASHIMA**
Chief Operating Officer, Transite Technology

Second-Generation Logistics Software: Accessible Anywhere

Q: What is the latest logistics software trend?

A: Transportation management systems (TMS) have morphed into communication hubs with Web and mobile access. The PC user interface for employees—while still crucial—is becoming much less important than it once was.

Q: How can that be?

The first generation of software focused on employees adding and viewing data in the office. Now it's all about other means of access. The second generation lets your system talk to employee, client, and vendor systems. If your system does half the job electronically, you save half your labor costs.



CEO
Aljex Software

TOM
HEINE

For third-party logistics providers (3PLs), less-than-truckload orders can come in via electronic data interchange (EDI) and be automatically routed according to lowest-cost carrier. Then the shipment information can be automatically transmitted to the carrier—all without a transportation manager even looking at it.

Q: What other types of communication are available?

A: Automated alerts are another useful tool. You can receive email alerts for everything from late shipments, missed pickups, credit warnings, low margins, short-pays, and insurance and compliance issues.

Alerts are great because you can be proactive instead of reactive. For example, if a customer is about to exceed its credit limit, you can receive an alert.

Alerts can bypass your staff and go directly to your customers and vendors. Customers can receive shipment status alerts, automated balance due statements, EDI transmission confirmations, and more. Vendors can receive accounts payable information, requests for insurance and compliance data, and status updates—all automatically from the TMS.

Q: Where does a company Web site fit in with this?

A: Most 3PLs have their clients and carriers access their system from the Web. Carriers can now self-bill, upload delivery receipts, and choose payment terms. Your customers can enter orders, track shipments, and print their own proof-of-delivery documents. If you are a 3PL, you no longer need to pay employees to do these jobs.

Q: Do mobile applications really help?

A: Think about combining apps with automated alerts, your Web site, and EDI. Your employees, clients, and vendors can access key information around the clock. If your staff receives an alert, they can access everything they need via their phone. If a customer or driver calls your employee for information, it is readily available. Better yet, the driver or client can look it up on your mobile application, and not have to call your staff at night or on the weekend. That's a winner.

Aljex Software | 732-357-8700
tom@aljex.com | www.aljex.com

GTM Solutions Keep Businesses Plugged In

Q: Why is it difficult for organizations to integrate true end-to-end global trade management?

A: True end-to-end global trade management (GTM) means managing and optimizing all the functions required to move goods across international borders. Organizations may argue that they are already doing GTM, when in fact they are only undertaking disparate pieces, such as international trade compliance or global transportation management.

GTM functions may be distributed among departments such as warehousing, shipping, and legal. It can be difficult to unite business processes and establish communication channels where none exist. Adopting GTM technology helps achieve this. Each section of the organization gains an understanding that its activities tie into larger objectives and can affect outcomes outside that department.



NATHAN
PIERI

Senior Vice President,
Marketing & Product Management
Amber Road

Q: What do customers look for in GTM solutions?

A: Customers want GTM solutions that are flexible enough to support different supply chain segmentation strategies. These tools must address the different needs of unique product segments within a company. They must also be flexible enough to accommodate the requirements of the company's extended supply chain partners, such as suppliers, logistics providers, and customers. In particular, systems must be able to:

- Extend processes to suppliers and logistics providers.
- Manage logistics and compliance activities within one solution.
- Tune or configure business processes to support each segment's needs.
- Provide a centralized view of the global supply chain across all segments.
- Capture all associated data to support reporting and predictive analytics.

For example, an organization may need supply chain processes specialized to goods with unpredictable demand, as well as goods with more predictable demand that require steady replenishment. Similarly, other goods may have higher import and export compliance requirements that must be carefully managed.

Q: What are the most important criteria for evaluating and selecting a GTM solution provider?

A: Look for a GTM provider that has successfully deployed its solution at a company similar to your own, within your industry, with similar segmentation require-

As with adopting any technology, organizations may struggle with managing change and pushing through the initial disruptions that a system implementation can cause. Today's Software-as-a-Service solutions minimize the need for IT support, and dramatically decrease disruption to daily activities. This makes them a good option for organizations that don't currently have any systems in place.

ments, equivalent number of products, global shipping volumes, and within countries or regions that map to your own.

Global trade management can be very complex, and there's typically no better indicator of future success than finding a vendor that has been there and done that with one or more companies that mirror your own.

Amber Road | 201-935-8588
solutions@amberroad.com | www.amberroad.com

World-Class Logistics Operations Require Multi-Party Processes and Technology

Q: How can supply chain technology help businesses improve logistics operations?

A: The majority of IT solutions available today constrain logistics operations performance. Most logistics problems are inter-enterprise, but the majority of logistics technology solutions are enterprise-focused. As a result, too much of the coordination still takes place over email and phone, and only involves the buyer and seller—not the transportation and logistics companies that actually move the goods. Even when collaborative planning is common, as in the retail or distribution markets, the flow of products from suppliers often fails to match the requested quantities or delivery dates. As changes occur across the supply chain, not all parties are aware of the changes or their impact.

Three important inter-enterprise factors to consider when evaluating logistics technology are:

Multi-party solutions. Multi really means many—buyers, sellers, logistics services providers, brokers, and government agencies. Coordination has to occur across the business process, and each participant should be aware of changes that occur and their impact. Multi-party solutions provide participants with visibility to the total

Cloud computing. To work effectively, these solutions cannot be delivered by a single enterprise solution. The technology provider must act as a neutral party, working across the supply chain partners, standardizing processes and harmonizing data. Cloud-based solutions have the sophisticated capabilities to run large, complex multi-party supply chains.



CHRIS
JONES

Executive Vice President,
Marketing and Services
Descartes

process and help ensure the efficient and effective flow of goods. Maintaining data and function control allows only the relevant data to be shown, and changes can only be executed by authorized parties in a pre-agreed-upon way.

Network-based data sharing. Effectively collecting and disseminating data is the single biggest obstacle to achieving high-performing logistics operations. The data business is messy, and requires a network to clean it up. Information comes from all supply chain participants, whose capabilities vary, and it has to be synchronized and parsed before it gets to the multi-party applications. In addition, tools must address “high-tech,” “low-tech,” and “no-tech” parties that exist along with wireless and GPS-related sources.

It is now possible for companies to implement multi-party processes and technology that are quick to deploy and require minimal upfront investment. The challenge for supply chain executives is to think differently about the processes and technology now available to give them greater control of their supply chains and fully leverage their partners.

Descartes | 519-746-8110

info@descartes.com | www.descartes.com

Taking Control of Transportation Spend Management

Q: Cloud computing is fast becoming a reality of everyday business life. How can companies get started in leveraging interconnected shared logistics platforms, and why does it save time and money?

A: As enterprises strive to show almost-immediate return on investment, they seek solutions that are globally accessible, scalable, and require minimal up-front investment. Maintaining a vast connectivity network, promoting leading-edge Web services solutions, and fueling continued innovation is a pricey proposition, so sharing these infrastructure costs among many users makes sense. Both global leaders and small or mid-size players can realize dramatic improvement when switch-



CEO
Freightgate

MARTIN
HUBERT

ing to a configurable—yet secure—cloud platform.

Recent studies show tremendous savings potential in transportation spend management (TSM), and most best-in-class companies outsource at least some aspect of this function. Reviewing your current TSM processes and identifying opportunities is an excellent way to start logistics cloud computing, as these initiatives pay for themselves very quickly.

Keep the big picture in perspective, and choose a partner that offers not only end-to-end TSM, but seamlessly integrates execution, collaboration, sales, and operations planning and compliance options.

Q: How can value-driven sustainability be efficiently embedded into supply chains to increase routing accuracy and account for carbon swap costs?

A: While global leaders have had sustainability and carbon footprint initiatives for several years, broad adoption has been slow. Embedding carbon modeling into transportation management platforms brings knowledgeable routing decisions to the desk level. Leverage a global platform to communicate optimized logistics choices to your entire supply chain with ease, while driving bottom-line savings.

Q: Managing fuel surcharges, rate volatility, and reduced carrier capacity is a growing challenge. How should businesses tackle this problem?

A: Multi-dimensional optimization relies heavily on distributed data sources. Correlating capacity allocations with transit times, cargo availability, and deliver-by dates—in concert with total transportation cost as supplied by a dynamic multi-leg routing engine—is the holy grail of logistics optimization. One way to achieve this goal is by utilizing Freightgate's unique template approach.

Q: Why should businesses use a neutral-technology platform with global reach as their logistics information hub and decision-support solution?

A: Truly neutral logistics technology providers have no vested interest in driving up freight spend. They can help transform your data into actionable information through TSM by managing procurement, optimization, carbon initiatives, dynamic multi-leg routing, capacity, booking, visibility, metrics, compliance, audit, and payment.

Freightgate | 714-799-2833
info@freightgate.com | www.freightgate.com

Maximizing Global Logistics Management Effectiveness

Q: What are the biggest challenges shippers face with globalization in today's market?

A: Many shippers face the challenge of orchestrating an end-to-end process and managing interplay with third parties, such as customers, suppliers, ocean carriers, freight forwarders, customs brokers, and government agencies. Doing so effectively is difficult, regardless of whether the shipper is importing or exporting internationally.

Next, international freight management is still largely dominated by manual processes and point solutions. That is changing quickly, but many companies looking for technology solutions are met with a very short list of providers offering the robust functionality needed to



CHRIS

JOHNSON

Vice President of
Research & Development
LeanLogistics

manage all the moving parts and pieces of global logistics on one platform. Furthermore, since many supply chain organizations are not fully integrated—separate groups and often separate systems manage domestic and global logistics—it is even more crucial to have visibility and connectivity with supply chain partners.

Lastly, as if dealing with international laws and regulations—and multiple languages, currencies, and units of measure—is not difficult enough, supply chain security and compliance programs such as the Customs-Trade Partnership Against Terrorism place even more burdens on global shippers.

Q: How can shippers use technology to help support their companies' global initiatives?

A: To support global initiatives, shippers can leverage a Software-as-a-Service transportation management system with global functionality. These tools provide multi-modal planning, execution, trade compliance, carrier connectivity, financial reconciliation, and reporting features to effectively manage global transportation. This innovative global logistics technology enables companies to successfully manage all modes of transportation under a common umbrella while providing complete visibility. This technology also enables direct communication between shippers and carriers.

Q: How can companies impact their bottom line while efficiently managing global transportation?

A: By utilizing global logistics management technology, companies can directly impact the bottom line. Automated communications, processes, and workflow between supply chain partners allow companies to improve efficiencies while gaining visibility into freight payment and discrepancies before they impact the company's finances. Furthermore, embedded trade compliance tools reduce the burden of ensuring regulatory compliance.

By leveraging technology to manage global logistics, companies can understand true costs and lead times to make better sourcing decisions for importers while also being able to monitor and manage carrier performance.

Finally, many international companies have carbon emission directives that make a significant impact on their organization. When businesses fail to meet or cannot document these standards, it affects everything from market perceptions to bottom lines. With enhanced emissions reporting and analytics, technology tools give companies greater insight into making better decisions for their company as well as the environment.

LeanLogistics | 877-828-5861

sales@leanlogistics.com | www.leanlogistics.com

Bringing Clarity to Visibility Solution Investments

Q: How do you define visibility?

A: Visibility is understanding the location and current status of key assets—whether on-time shipments or inventory stockouts. Visibility boils down to three elements: orders, shipments against orders, and inventory.

Q: Why is supply chain visibility such a challenge for companies?

A: Visibility is hard to quantify. Companies may make incremental improvements where pain is the greatest without investing in a more holistic visibility solution. What makes it even more difficult is that visibility involves players outside the enterprise—suppliers, carriers, and manufacturers—and trying to get these partners to collaborate toward mutual benefit.

Also, some enterprises confuse electronic data exchange (EDI) capabilities with true visibility. EDI provides a certain amount of information—whether a purchase order has shipped, for example—but it doesn't necessarily offer granular-level detail. There is always a subset of trading partners that lacks this capability, which

creates black holes and distrust in the system. EDI is part of visibility, but in and of itself, it's not a visibility solution.

Q: What key factors should a buyer consider when evaluating visibility solutions?

A: Visibility solutions should allow enterprises to see everything going on in their supply chain. This entails several factors. First, make sure the visibility platform is interconnected—with no limitations as to partners that can join the network. Second, the platform should be holistic so that access stretches upstream and downstream in the supply chain. Third, visibility solutions need to be versatile. They need to collect and render information so that it is usable by different parties inside and outside an organization. Finally, visibility solutions should be customizable. While everyone is sharing the same version of the truth, different functions can see and leverage information in their own unique way.

Q: What ROI should you expect from a visibility solution?

A: Benefits are both subjective and quantitative. Having better supply chain visibility will inherently improve a business's ability to sense and react to change faster and more efficiently. Turning it into firm ROI is more challenging. But some areas are easier to quantify. With inventory, for example, visibility allows companies to analyze inbound shipments to identify and eliminate bottlenecks. If you can squeeze hours or days out of lead times, you can carry less inventory.

Moreover, shippers can level out lead-time variability or better manage exceptions—stockouts, for example—by recognizing backlogs and taking necessary steps to correct them.

Manhattan Associates | 770-955-7070
sfenwick@manh.com | www.manh.com



SCOTT

FENWICK

Senior Director,
Product Strategy
Manhattan Associates

KPI Data Creates Improvement Opportunities

Q: What are the latest logistics software innovations?

A: Improving how key performance indicators (KPIs) specific to freight are developed, measured, and managed seems to be a growing theme with leading software providers. KPIs are used to collect and measure actionable data to help improve accurate shipping decision-making and processes. The key word is actionable. As the old adage says, “You can’t improve what you can’t measure.”

Take, for instance, a “Lost Savings” KPI. This indicator shows where decisions were made to ship with less-than-optimal (or less-costly) carriers for particular freight transactions. Companies can compile this shipment data for a given period to identify shipments that did not comply with its freight program.

Suppose 95 percent of the shipments were processed in accordance with the company’s rules, and five percent were non-compliant – that is, not using the optimal carrier. Software tools can provide details about the non-compliant shipments, including which employee

shipped them, which carrier they should have been shipped with, and what the shipping costs should have been. Detailing the “lost savings” in this manner holds everyone accountable.

Most companies know it is not practical for 100 percent of their shipments to be in compliance. The non-compliant five percent, however, represents an opportunity to improve.

A Lost Savings KPI paired with a “Freight Savings” KPI—which compares each freight transaction’s current cost/carrier to its previous cost/carrier—should work in concert with each other. A Lost Savings KPI shows the opportunity, while a Freight Savings KPI measures the success.

Q: Why do companies have such a hard time embracing global trade management?

A: Entering the global marketplace allows companies to increase sales, and importing goods from international vendors may help cut costs. But for companies not used to processing international freight transactions, the documentation and regulatory issues involved can be intimidating. Lack of experience and overall knowledge about harmonized tariff code, ever-changing security regulations, and countries designated as “denied parties” can be a challenge.

Software is available to help companies navigate the paperwork, procedures, and processes, as well as service companies that focus on international trade. An issue that could be a problem is that these service companies resist setting up their smaller accounts with electronic data exchange billing because of the expense involved. This can create a paperwork nightmare when performing the audit function internally for these companies as their international volume increases. It may also be difficult to ensure that proper international shipping requirements are adhered to.

RateLinx | 262-565-6150

sales@ratelinx.com | www.ratelinx.com



STEVEN
SHOEMAKER

Owner
RateLinx

Leveraging Lean and Labor Management

Q: In the context of retail, what is lean labor management and what does it entail?

A: Lean has origins in manufacturing, but some of its concepts apply in the retail space—notably, reducing waste and increasing quality. Using these lean components as a foundation for labor management increases productivity and reduces costs in a warehouse or distribution center. Companies can leverage this to create

its full performance entitlement. Lean labor management can target improvements in three areas.

First, a lean labor approach improves processes. This means creating better methods through more straightforward, standardized, and streamlined use of technology and materials handling systems.

Second, companies can improve time utilization. Whether it's a manual or automated operation, management wants employees working full shifts. Inactivity gaps often signal other problems.

Finally, setting performance goals and giving employees the chance to earn rewards for exceeding them based on daily performance increases work pace.

These three factors, even in automated operations, drive tremendous throughput increases and/or labor cost reductions for the same amount of investment.

Q: How can retailers create a lean labor management program?

A: Think of a lean labor program as a pyramid comprised of four levels. The foundation is lean thinking, process improvement, and quality. After creating a lean base, companies can establish statistically valid goals, such as engineered labor standards, to identify good performance. With these two building blocks in place, management has a platform to provide coaching and feedback, which demonstrates the company's commitment to continuous improvement.



JEFF

BOUDREAU

VP, Business Development
and Marketing, Global Retail
Ryder Supply Chain Solutions

new standards and guide employees toward better performance, then recognize and reward accordingly. Lean labor management requires communication between operations staff, IT, human resources, and finance because each function plays a shared role.

Q: How does a company know when it needs to reconsider labor management?

A: There are two primary drivers: when the chief financial officer directs the company to reduce costs; and when a facility is out of capacity and needs to push more volume out of existing infrastructure. The first scenario is most common. If a company makes considerable investments in facilities, technology, and equipment, it wants to reach

Finally, at the top of the pyramid, management creates a recognition and reward structure. The trap companies often fall into is starting at the top and trying to implement a pay-for-performance program without any of the other foundational work. Typically, these efforts have a very short life.

Commitment must exist within the organization to ensure the underlying incentive structure is maintained fairly. A company can do it internally or outsource to a third-party logistics provider. Either way, having a lean labor management process in place becomes a fundamental game changer for how the company performs.

Ryder Supply Chain Solutions | 609-841-8502
jfboudreau@ryder.com | www.ryder.com

The Right ERP Solution Puts All the Pieces Together

Q: How can today's manufacturers deal with increasing regulations, demand volatility, and shifting global trade currents?

A: Success for manufacturers today depends on agility. The one certainty with global trade currents, regulations, and demand is that they will change, and your ability to adapt defines your growth potential. A well-implemented enterprise resource planning (ERP) solution can help manufacturers remain agile to adapt to any changes.

ERP provides the comprehensive audit trails, data-tracking, financials, reporting, and business intelligence required to manage increasing regulations—as well as the foundation for standard operating procedures that enforce best practices and workflows within an operation. In addition, the right ERP solution provides

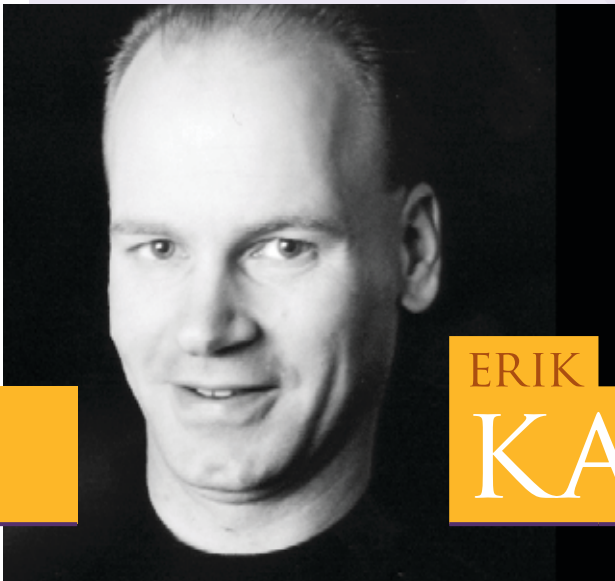
practice, or adapt to new regulations, you should evaluate alternative ERP solutions to better position yourself for future growth.

Q: Why is it difficult for companies to embrace global trade management?

A: With increasing worldwide compliance regulations, corporate financial visibility has become necessary for any size or type of organization—public, private, or nonprofit. Audit firms advocate improved financial management, standards, and real-time access to audit trails and compliance reporting. Yet many companies continue to use legacy business management systems that do not provide an adequate response to auditors' requests.

As the need for centralized financial data and financial visibility increases, spreadsheets and disparate systems will no longer be a viable solution. Add in the further complexity of global trade management, and many companies become overwhelmed with the thought of compliance, as well as the risk.

With the opportunities of globalization also come some unique challenges with respect to tighter control and reduced operational costs, enterprisewide visibility, intercompany management, and financial tracking and consolidation. Multinational, multilingual, multi-company, and multicurrency operations only serve to complicate financial risk management for fraud,



ERIK

KAAS

Vice President, Product Management
Sage

visibility into supply chain data, so companies can build accurate forecasts and production schedules based on historic and real-time information.

ERP solutions should also support interoperability so you can easily connect to cloud-based solutions that aid product lifecycle management. This allows you to quickly bring new and innovative products to market, and provides efficiency tools such as transportation management systems that are configurable to ensure compliance with import/export regulations.

Review your current business management system to determine how agile it allows you to be. If it limits you in being able to quickly implement a new process or best

financial audits, tax laws variations, localization issues, and reporting.

The right ERP solution can help bring together, analyze, and report on multiple business units, subsidiaries, companies, and countries within an organization. Localization support, as well as support for multiple languages, currencies, and consolidated reporting, should be a core part of the solution. If you are a manufacturer that struggles to exploit the opportunities provided by global trade, it may be the right time to review your ERP system and invest in a new core foundation to build and grow your company on.

Sage | 866-530-7243

sageerpsolutions@sage.com | www.SageERPSolutions.com

Automated Routing: The Path to Optimization

Q: What guidance can you offer firms exploring routing and scheduling technologies for the first time?

A: Automation is a great benefit of logistics technology – though not the only one. Technologies that automate time-consuming, repetitive jobs free us up to do what humans excel at: spotting and dealing with change and exceptions.

It can take numerous individuals and manhours to manually plan, calculate, and adjust route plans for mileage, capacity, driver hours, and total stops. With routing and scheduling software, efficient route plans take mere minutes, incorporating work hours, equipment restrictions, truck capacities, service windows, and more in their calculations. Plans can be re-run quickly to accommodate last-minute orders and schedule changes, and the optimized results improve on manual methods by maximizing loads, and minimizing miles and total transportation costs.

Significant differences exist between technology providers, but don't let the decision process stall because you have too many choices. All the leading routing and scheduling systems will save you time and money.

Based on our experiences with Appian software, automated route plans average 10 to 25 percent fewer trucks,

When the only economic constant is change, an effective tool helps visualize and quantify the impacts of new developments, and compare the outcomes of different responses. Then businesses can manage change instead of just reacting to it.



MIKE

KOSITZKY

Vice President and
General Manager
TMW Systems

drivers, and hours than manually developed plans, saving eight to 15 percent in total costs.

It's critical to embrace routing and optimization technology as a continual improvement process – not a destination. Your greatest performance improvements may come through new insights from technology, as the knowledge these tools provide prompt you to try a new routing and scheduling approach.

The best logistics technology doesn't simply speed business processes. It provides tools to transform your operations.

Q: What is an example of a transforming logistics technology?

A: Network modeling tools help analyze and improve processes, prepare operations for the future, and target new business.

Transportation network modelers allow you to:

- Balance demand with shipper requirements and carrier capacities.
- Evaluate mode shifts and cost savings.
- Compare business options.
- Model new market or consolidation scenarios.
- Examine outsourcing opportunities.
- Compare trade-offs among contingency plans.

Modeling isn't necessary for operations, but it's an invaluable tool for strategic decision-making and risk mitigation. The more flexible and user-friendly the tool, the better it will serve your business over time.

TMW Systems | 440-721-2260

mtruelsch@tmwsystems.com | www.tmwsystems.com

Collaborative Trade Communities Keep Companies Competitive

Q: What is the primary advantage of Collaborative Trade Communities?

A: The way they function is much simpler than how most companies do business today. We spend a significant amount of effort and time tracking what our

environment, we rely on workers to know what they are supposed to do. In large, diverse supply chains, training needs can be considerable.

Getting supply chains up and running correctly is challenging, and it is an even bigger challenge to introduce changes once they are running. We also rely on systems today to document what humans have done, rather than to instruct them on what they are called to do.

Collaborative Trade Communities rely on workflow systems that describe roles and use sequence templates to describe what each worker in the supply chain is expected to do for any given order or shipment.

This projects control over a global supply chain and enables supply chain managers to immediately see when there are variations to the current work process. The result is significant flexibility that allows supply chains to react more quickly to strategy changes that are needed to keep the corporation competitive as it reacts to market shifts.



BRYN

HEIMBECK

CEO
Trade Tech Inc.

supply chain partners are doing. This includes sending instructions and entering them into corresponding systems, communicating and updating change orders, and monitoring outcomes.

In cloud-based trade communities, each party has a specific role, and they work together in the same environment—hence the name Collaborative Trade Community. Information is entered once, and everyone who needs to see it has immediate visibility. This very quickly reduces workload and brings into focus exactly what is going on.

Q: Are there other benefits to Collaborative Trade Communities?

A: The efficiency gains are clear wins, but the real financial benefits come from the flexibility Collaborative Trade Communities bring to the supply chain. In today's

Q: Why is this approach growing in popularity now?

A: The advent of the Internet allows users to access cloud-based systems anywhere in the world. Until now, we had systems, but they could only feasibly be shared inside a corporation, and only on a national basis.

Global integration with trading partners and vendors was simply too expensive or not available at all. The Internet—and with it, cloud-based computing—opens up a new and rich environment for us all to do business in a different way.

Trade Tech Inc. | 425-837-9000

bryn@tradetech.net | www.tradetech.net

Technology Enables You to Be Positively Different

Q: How can logistics technologies be utilized as a competitive differentiator?

A: Most companies prefer to attract customers by providing unique brand-driven customer experiences and services rather than competing on price. Strategic and practical use of the right technologies enables sharp pricing competitiveness, creates better customer experiences, reduces expenses, and raises productivity.

The evolution of online retailing is a good example. A few years ago, shipping and handling was a known profit center for online retailers. Consumers bought product and paid to have it delivered. Free shipping was uncommon; a handful of online retailers offered it only during the holiday season. But times have changed. About 75 percent of the largest online retailers offered free shipping during the past holiday season. And many retailers, such as L.L. Bean and Target, are now offering free shipping throughout the year, with no restrictions.

Supply chain technologies enable such differentiations. In the example of online retailing, the logistics technologies have to dovetail into the entire supply chain structure, as online retailers must now understand and manage transportation costs and carrier quality to be able to offer their customers transportation-based incentives.

Q: How does transportation management impact differentiation?

A: Today's modern transportation management impacts cash flow and customer experiences. Smart companies know their exact costs, margins, and transportation trends, so marketing efforts such as free shipping will lead to increased revenues and profits.

A 2008 Aberdeen Group survey of more than 200 logistics practitioners indicated increasing price and service-level pressure on transportation management. Seventy-two percent of the respondents cited increasing freight rates and/or carrier accessorial charges; about half of the respondents cited increased internal and customer demand for accurate delivery status and cost information.

This survey was conducted as we headed into a prolonged, difficult world economy that brought lower

revenues, combined with rising costs and increased consumer expectations. For companies offering programs such as free shipping, timely cost and service-level data were—and are—critical.

Today, companies that do not have minute cost detail may mistakenly offer price-sensitive programs—in keeping with the competition—that increase revenue but actually lose money on every transaction.

Q: What do you look for in differentiating technologies?

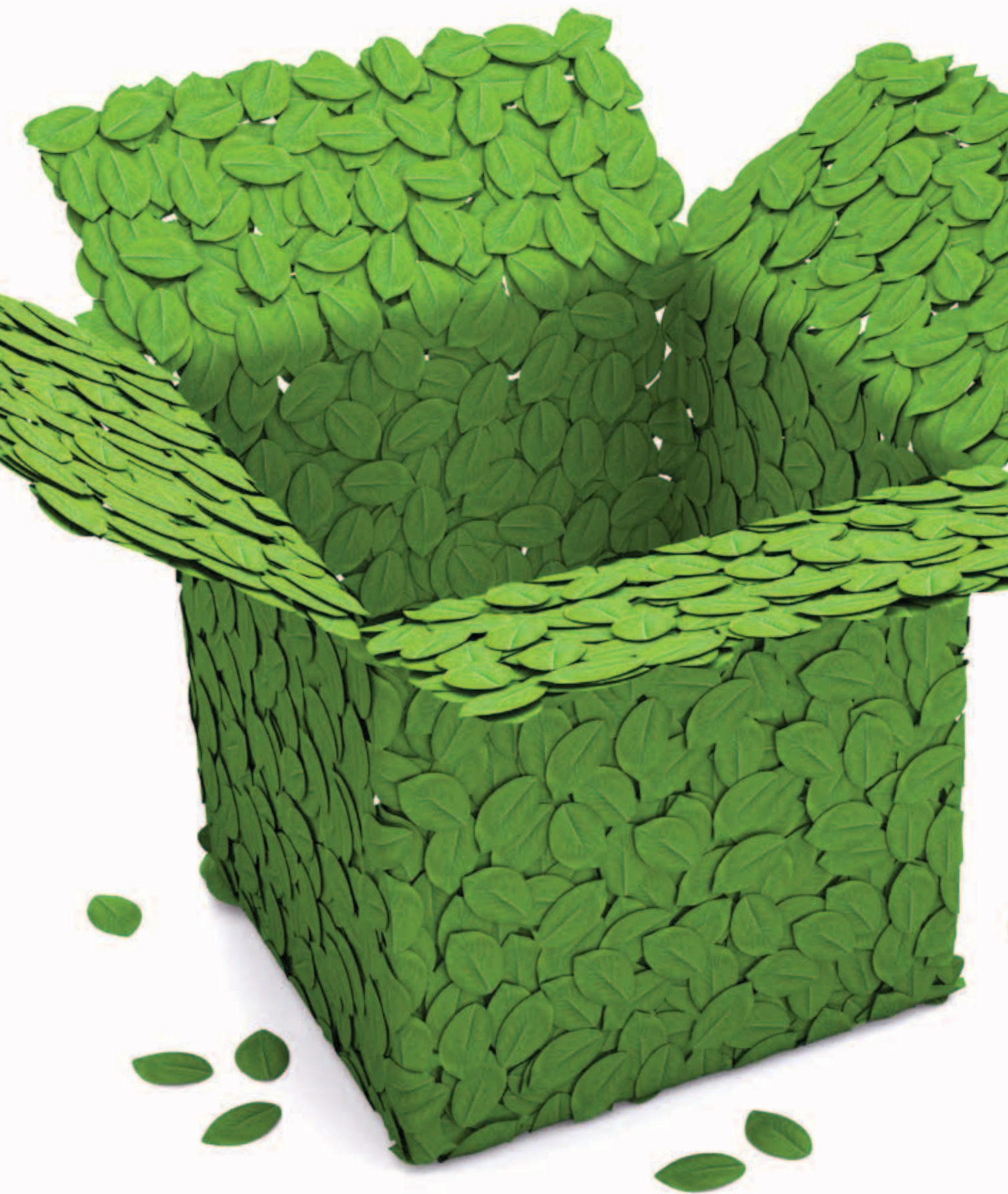
A: Flexibility. We consistently hear from prospects who are looking for their “next” transportation management system because they have to shape their business around dated and inflexible technology and processes. The day-in-the-life functionalities such as least-cost rating and visibility are assumed. Strategic transportation management is increasingly tied to the customer experience.

Transite Technology | 919-862-1900
sales@transite.com | www.transite.com



Chief Operating Officer
Transite Technology

LES
HAMASHIMA





Packaging Grows Green




Many shippers are looking to replace fossil fuel-based packaging materials with more sustainable options. But they must do their homework to find the best – and greenest – fit.

by Lisa Terry

QUESTION: What packaging material meets all the following requirements: locally sourced, cleanly manufactured, constructed from plentiful and sustainable agricultural waste materials, high performance, low weight, moisture- and heat-resistant, food-grade, and priced much lower than petroleum-based materials?

ANSWER: None. “No magic material exists,” says Oliver Campbell, director of procurement at computer manufacturer Dell and an innovator in sustainable material use. “Different materials have different sweet spots.”

That’s why companies seeking eco-friendly secondary and tertiary packaging—the materials used to cushion and protect products as they move through the supply chain—rarely find simple answers. Each green packaging option offers a unique set of physical properties and ideal applications.



April 2012 • Inbound Logistics 81

Dell Computes Bamboo's Benefits

Perhaps the highest-profile application of sustainable packaging is Dell's use of bamboo to replace foam cushioning materials for lightweight products such as laptops, tablets, and smart phones. Bamboo, sourced near

advises other companies to start a packaging recycling effort as Dell did: by talking with customers, whose comments drove development of guiding principles for evaluating packing methods it calls the 3Cs:



Computer manufacturer Dell thoroughly tested bamboo packaging materials to ensure they met its sustainability and cost requirements.

the company's plants in China (but far from panda habitats), is a fast-growing grass with long, strong fibers.

Dell put bamboo through its paces, including vibration, shock, drop, and storage testing, based on International Safe Transit Association standards and its own data. "We make calculations from a total cost standpoint, comparing the cost of the material and logistics savings," says Oliver Campbell, director of procurement at Dell. "The net is the cost savings."

Dell uses its own framework to evaluate materials, but Campbell

1. Cube: How big is the box? Could it be smaller?

2. Content: What is the packaging made of? Could it use better materials?

3. Curb: Is it easily recycled?

Its objectives for Cube—shrinking packaging volume by 10 percent—as well as Content—increasing the amount of recycled content in packaging to 40 percent—have been achieved. It expects to soon reach its Curb goal—increasing to 75 percent the amount of material in packaging to be curbside recyclable.

That uniqueness makes decisions about swapping conventional packaging for green options less a linear equation and more a matrix. Variables such as the shipped items' sourcing location, length of supply chain, and other characteristics must be matched to factors including the green packaging's performance, availability, and cost. They must also be considered in context of the entire supply chain.

Despite these challenges, packaging decisions are getting easier, thanks to a plentiful array of rapidly renewable resources and waste materials—including mushrooms, bamboo, banana peels, coconut hulls, palm, rice hulls, sugar beets, industrial waste, and sustainable wood products—as well as helpful frameworks for how to assess their suitability for a particular product and its supply chain.

More good news: many green products compete well on performance and price. "Everybody is looking for cost savings," says Jeff Boothman, president of ExpandOS, a Denver-based maker of an innovative recyclable cardboard packing material. "If our prices are not competitive, sustainability is not enough."



TAKING THE FIRST STEP

Many companies are easing into the transition from packaging materials perceived as environmentally harmful.

Northbrook, Ill., retailer Crate and Barrel, for example, aims to reduce its use of expanded polystyrene (EPS) to protect furniture in transit by 50 percent over the next two years—as well as cut its total packaging usage by 25 percent and aggressively pursue recycling for the EPS it still uses. In 2011, the retailer began testing Green Island, N.Y.-based packaging company Ecovative Design's molded pulp and air pad products, as well as corner blocks grown from agricultural waste products and mushroom roots.

The packaging tests reflect Crate and Barrel's big-picture view of green initiatives. "We take the broad perspective that sustainability should be holistic, from initial product design to end of life," says Aaron Rose, senior director, merchandising operations and strategic planning for Crate and Barrel.

That means evaluating packaging materials not just for properties such as vibration and drop tolerances, but for their origins. Typical questions about the package's source include: Is the material grown for this purpose or does it use an otherwise wasted byproduct from another

grown product? What resources are consumed—and byproducts created—via its manufacture? How close is the material produced to the place where we will use it?

Crate and Barrel also considers where the used package will end up. For example, what happens after the box is unpacked, at a business or in a consumer's home? Are there multiple disposal options, such as reuse, compost, or recycle? How easily can the customer recycle the packaging? This can be a complicated matter—EPS is technically recyclable, but consumer access to EPS recycling facilities is limited.

For existing products, Crate and Barrel

evaluates whether it makes sense to simply swap one material for another, or if it should change the product's design to allow packaging improvements. Supply chain-aware design is becoming a key part of sustainable packaging projects.

"The opportunity now lies in process technology innovation," says Troy Swope, senior vice president at Phoenix-based Unisource Global Solutions (UGS), a packaging materials company started by former Intel employees. "You don't want to ruin sustainability with poor processes."



Mushroom Packaging: A Growing Market

As some manufacturers have discovered, packaging can be a grown—not manufactured—product. Companies such as Crate and Barrel, Steelcase, and Dell are replacing expanded polypropylene (EPP) or expanded polystyrene (EPS) with mycelium, or mushrooms. One example: Ecovative Design's EcoCradle cushioning material grows in a mold in five to seven days using mycelium and agricultural byproducts such as plant stalks or seed husks.



While its typical density is four pounds per cubic foot—heavier than most fossil fuel-based foams—it can be tweaked for different uses—for example, whole cotton burs make for a lightweight, insulating material with large air pockets, while finely ground oat hulls result in a denser product.

A product such as EcoCradle satisfies many items on sustainable material checklists: It uses a cost-stable, low-value agriculture byproduct. It is energy efficient to produce. It can be reused or even composted, returning nutrients to the soil. Packagers like its drop and vibration tolerance. "Mushrooms deliver better cushioning performance than polyethylene cushions," says Oliver Campbell, director of procurement at Dell.

Start-ups such as Ecovative—initially conceived in a Rensselaer Polytechnic classroom—present a challenge for large companies. Their manufacturing footprint is inadequate for the geographic spread of these enterprises, so adoption must be paced with the company's ability to find manufacturing partners.

For Dell, also a former dorm-room startup, "working with Ecovative is a smart risk," says Campbell. "These technologies continue to evolve, and mushroom packaging has good potential."

Ecovative Design's EcoCradle cushioning material grows in a mold in five to seven days using mushrooms and agricultural byproducts such as plant stalks or seed husks.



Ten Strawberry Street Finds a Fruitful Solution

Shipping fragile items sustainably can be tricky. Denver-based manufacturer and importer Ten Strawberry Street was using paper to wrap its fine china, glassware, and flatware before loading them into recycled corrugated boxes, but was incurring unacceptable breakage complaints from consumers and retailers.

Then the company discovered ExpandOS – small, lightweight paper pyramids with interlocking, circular holes that fill in void space and lock carton contents in place. The product is made from 100-percent post-industrial waste, and is both reusable and recyclable.

The packaging is converted on site from flat sheets using special equipment, lowering the cost of delivering the material to distribution facilities, and taking up less storage space. Because products are locked in place, Ten Strawberry Street doesn't have to worry about friction, so it can pack products of different weights and shapes in the same box. ExpandOS often ships prospective customers a brick, two coffee cups, and two light bulbs together to illustrate the benefit.

The product's weight is comparable to foam and a bit heavier than bubblewrap, and it costs less than both those materials, says Jeff Boothman, president of ExpandOS.

The switch enabled Ten Strawberry Street to meet two key goals: delivering product without breakage, and satisfying retailer shipping requirements.



Ten Strawberry Street reduced product breakage during shipping with ExpandOS void fill, which locks items in place.



BOILING IT DOWN TO NUMBERS

A variety of tools can help would-be green shippers evaluate packaging system sustainability and compile target metrics.

GreenBlue, a Charlottesville, Va., nonprofit sustainability advisory organization, offers COMPASS, an online lifecycle analysis tool that enables packaging designers and engineers to assess the human and environmental impacts of their primary and secondary packaging designs. It factors in greenhouse gas emissions, material consumption, water use, and even social responsibility impact.

"Most companies use COMPASS to benchmark existing packages so they can change their impact," explains Minal Mistry, senior manager at GreenBlue.

Tools and careful analysis are critical,

because green is not always as it appears. "In many cases, intuition is wrong," says Mistry. For example, "A recycled product may seem like a good option, but if its performance declines, increasing product damages, you'll spend more money on secondary packaging, which increases shipping costs."

"First, do no harm," says Victor Bell, president of Environmental Packaging International, Jamestown, R.I. It's easy for a well-intentioned change to have an unintended consequence. Switching to a bubblewrap-lined envelope may reduce the total packaging materials required, but the package's components are difficult to separate, which complicates recycling.

"Sustainability is about tradeoffs," acknowledges Mistry.



COMPLIANCE: GROWING U.S. AWARENESS

Relying on tools and experts to evaluate packaging helps businesses shipping globally and domestically ensure compliance with Extended Producer Responsibility laws. These regulations assign manufacturers responsibility for product and packaging end-of-life issues. Many manufacturers comply by joining private-sector programs that facilitate collecting, separating, and processing products, such as the Green Dot program, run by PRO Europe and active in 27 countries. Canada has a similar program, StewardEdge.

Individual U.S. jurisdictions are beginning to implement stronger packaging material laws. For example, Suffolk County, N.Y.; San Francisco; and

Choosing a 3PL Partner Just Got Easier.



Create a database of prospective partners...prepare your Request for Proposal list...build your knowledge base...
with *Inbound Logistics*' **FREE online RFP service.**

The 3PL RFP is your opportunity to have third-party logistics experts look at your specific outsourcing challenges and needs, and give you free, no-obligation advice, solutions, and information specific to your request.

Whether you need to outsource your entire logistics operation, or just one segment of it, choosing the right third-party logistics partner can be a complex challenge. In response to reader requests, *Inbound Logistics* offers an online 3PL RFP tool to help simplify your selection process.

Get started now at inboundlogistics.com/rfp





French Broad Chocolates Is Sweet on Green Cell Foam

Packing green gets challenging when the product is temperature-sensitive. Asheville, N.C.-based chocolatier and café French Broad Chocolates wanted to replace polystyrene coolers it used to ship its chocolate treats to warm locations, but needed packaging that would keep the product under 75 degrees F without adding too much weight.

What the company didn't expect was to find one better—a green alternative that actually wicks away the condensation from melting ice packs. In 2011, the chocolatier chose KTM Industries' Green Cell Foam, a product made from corn through a clean, low-water-use process. Manufacturing byproducts are burned into carbon dioxide and water at nearby Michigan State University, where the initial research and development took place. It's green enough to eat, according to Tim Colonnese, president and CEO of KTM Industries. The product density is two pounds per cubic foot, compared to 1.2 pounds for expanded polystyrene.

"It holds product temperature without adding weight," says Dan Rattigan, co-owner of French Broad Chocolates.

Other companies tap Green Cell Foam's additional characteristics, such as its desiccant, anti-static, and multishock capability.

"Green Cell Foam costs more than other packaging materials, but we're willing to pay a premium for sustainability," says Rattigan. The cost increase was offset, he adds, by KTM Industries' design services, which enabled the chocolatier to outfit its box dimensions with just a few Green Cell Foam panel sizes.



Stackable, reusable plastic trays offer reliable product protection, while postponing end-of-life issues.

Freeport, Maine, all ban polystyrene.

The challenge of keeping track of disparate laws and fees leads many companies to engage consultants to help design compliant packages, as well as complete documentation, reporting, fee payment, and labeling requirements. Consultants also help companies comply with their customers' sustainable packaging scorecards, such as the one required by Walmart.



THE NEGLECTED R: REUSE

Among the 3Rs of sustainability, reusing doesn't get as much attention as reducing and recycling, but it is making inroads into many industries. Replacing cardboard with reusable containers avoids or

postpones end-of-life issues while often offering better product protection, stackability, and moisture- and heat-resistance, says Jerry Welcome, president of the Reusable Packaging Association, Arlington, Va. Some sustainable containers can be reused as many as 70 times.

Pallet pools and milk crates have been around a while, but in recent years Walmart has become a major proponent of reusables for produce and direct store delivery items. Drug stores are breaking down packs in distribution centers and moving individual items to stores via reusable trays for easy restocking, and meat is starting to travel in reusable trays. Consumer goods companies are making end caps that both ship and display product, then are returned. Other adopters include the auto and home moving industries.

Ghiradelli Chocolate Company, San

Leandro, Calif., is set to save \$1.95 million in net packaging reduction by replacing the 580,000 corrugated boxes it used every year to ship finished products to its stores with reusable plastic totes. The boxes got soiled and sometimes crushed the product, in addition to putting 350 tons of soiled cardboard a year into the waste stream.



THE BOTTOM LINE: PERFORMANCE

Eco-friendly qualities are meaningless if the sustainable materials don't deliver on performance and financial requirements. The expanding array of agricultural and post-industrial waste products means chemists and engineers can better match

requirements to a sustainable solution, and even blend multiple materials to impact performance or price. "Agricultural waste is very stable," says UGS' Swope. "With petroleum-based products, 60 to 70 percent of the finished goods price was raw materials. With sustainable materials, it's 15 to 25 percent."

Special requirements narrow the choices. It's harder to attain a food-grade status with sustainable materials, for example, because a moisture barrier is often needed between packaging and the food item.

Much of the sustainability focus centers on packing containers and cushioning, but some progress has also been made in biodegradable tapes and shrink wrap using rapidly renewable materials such as cornstarch. Dell evaluated bio-based wraps but

found the cost prohibitive. Materials used in larger volumes are better bets to deliver on cost requirements.

But the calculus for making environmentally responsible changes can also take into account offset or even soft costs. Crate and Barrel, for example, was able to cover the slight premium it pays for mushroom packaging by redesigning its processes to remove excess packaging. "We recognize that while there may not be an immediate cost savings in material, there is a cost to the environment in not making the switch," says Rose.

Aided by an army of chemists and engineers, packaging companies are learning to draw the best out of plentiful, sustainable bio-materials and industrial waste, ensuring that shippers' green packaging efforts will continue to evolve. ■



Messe München
International

5th International Exhibition for Logistics, Telematics and Transport

Your Gateway to the Asian Market



transport logistic^{china}

including



connecting business

5-7 June 2012

Shanghai New International Expo Centre

www.transportlogistic-china.com
www.AirCargoChina.com

Focus on the industry's latest topics

Organizers: Munich Trade Fairs International Group | Munich Trade Fairs (Shanghai) Co., Ltd.

Trade Fair Management: Munich Trade Fairs (Shanghai) Co., Ltd.

Contact: U.S. Office - transport logistic China, Ms. Anika Niebuhr, Ph: 646-437-1014, aniebuhr@munich-tradefairs.com

LOGISTICS IN ALASKA:

TAMING THE LAST FRONTIER

Shipping to and from the wilds of
Alaska requires the expertise and
specialized equipment offered by
intrepid transportation providers.



If you've ever watched an episode of the reality show *Ice Road Truckers*, you've seen what it's like to move freight in Alaska. The show follows a group of drivers who operate trucks on seasonal routes crossing frozen lakes and rivers in remote Arctic territories in Canada and Alaska. The severe weather and other dangers they encounter have produced enough drama to generate multiple seasons of the television show, which draws millions of viewers.

"Ice, earthquakes, floods, forest fires—we've seen it all in Alaska, but we always get the freight delivered," says Linda Leary, president of Anchorage-based third-party logistics (3PL) provider Carlile Transportation Systems Inc. "There's a pioneering, can-do attitude in Alaska, along with a huge emphasis on safety. Weather doesn't stop you here—nor does much else."

Leary should know. The Alaska version of *Ice Road Truckers* is based on Carlile and its truck drivers.

Weather and harsh environmental conditions will always present challenges to logistics and freight delivery in the 49th state, where the annual temperature averages just 32.8 degrees Fahrenheit. No matter what mode is employed, a strong arctic storm can wreak havoc on even the best-planned shipments.

"The largest shipping challenge in Alaska is the environment," acknowledges Mike Oliver, vice president of sales at Lynden Logistics Inc., a division of Anchorage- and Seattle-based Lynden, whose companies comprise 16 separate operating units covering road and ocean transport, rail, air freight, and logistics in Alaska.

"Not just any truck or ship can operate there," he adds. "Ships must be ice banded. Trucks require special parts and lubricants, and those serving the oil fields in Prudhoe need special preparation to keep the engines from freezing."

Working Around the Weather

Weather delays can create serious shipping issues. "Sometimes bad weather prevents carriers from delivering food products, and those with a short shelf life can spoil during the delay," says Torque Zubeck, managing director of Alaska Air Cargo, headquartered in Seattle.

Alaska Air Cargo pioneered an integrated GPS system that allows its planes to fly a precise route, aiding safe navigation in near-zero-visibility conditions such as heavy snow, rain, or fog. "But there is only so much you can do about the weather," Zubeck notes. "To be successful in Alaska, shippers and carriers must develop ways to mitigate the damages."

Weather isn't the only logistics challenge in Alaska. Shippers must overcome obstacles that are as unique

as the state itself—for example, its size and remoteness.

Covering 663,268 square miles, Alaska is one-fifth the size of the contiguous United States. Much of the enormous area is accessible by only one mode of transportation. Transitions between modes can compromise visibility throughout the entire supply chain, adding complexity.

“The key to success for transportation providers is offering a variety of service options that can be combined to meet shipper needs, no matter how remote their location,” says Leary. “And robust tracking and monitoring systems are vital to support those options.”



Alaska Air Cargo specializes in transporting airfreight shipments to and from Alaska and serving the state's remote locations.

In Alaska, an item's final delivery could be accomplished via small boat, floatplane, or barge. “One popular misconception about Alaska is that final delivery is made by dog sled,” says Oliver. “I don't know of a case where that has actually happened, but we do have some creative ways of making final delivery, because many locations are difficult to access.”

The state's remoteness can also limit the labor pool, particularly for trucking companies. “Trucking is normally a transient segment, but people can't move easily because of the down economy,” Leary says.

Rich in Resources

Alaska is a resource-rich state, and how those resources are regulated significantly affects the state's economy—and its businesses. The oil industry is the dominant player, providing an estimated 80 percent of Alaska's revenues.

In February 2012, the Obama administration cleared one of the last significant hurdles to offshore oil drilling in the Arctic by approving Shell Gulf of Mexico Inc.'s contingency plan for responding to accidents in the Chukchi Sea, 70 miles off Alaska's northwest coast. The company plans to begin exploratory drilling there in June 2012.

“As a cargo carrier, we are excited and encouraged by the fact that Shell is finally able to expand drilling in the Chukchi Sea,” says Zubeck.

But the oil industry and other resource issues can also make it harder for companies to do business in the state, or stifle their ability to grow.

“There are a lot of political issues—including oil and gas leases, mining, taxes, and new transportation regulations—to deal with in Alaska,” says Leary. “Shippers and carriers have to pay attention to how those factors can affect their business.”

Seafood harvesting is another significant economic driver for the state. Alaska Air Cargo flies an average of 25 million pounds of seafood out of Alaska each year.

Another current challenge in the state is the controversy over the bypass mail system. Because many parts of the state lack infrastructure, the U.S. Postal Service (USPS) established a program many years ago to use local transportation providers to ship large volumes of mail to remote communities. Although the program reportedly saves the USPS millions of dollars in handling costs annually, it has come under scrutiny recently as part of the federal government's effort to reform the USPS.

“The USPS contracts Alaska Air Cargo and other carriers to deliver mail that is too expensive for it to handle,” says Zubeck. “Almost 100 million pounds of mail go to remote locations each year. Many can't be reached by car, so eliminating the bypass mail system could dramatically affect them—and carriers.”

The Customer is King

The pioneer spirit is alive and well in Alaska, as evidenced by the way companies there conduct business. “Doing business in Alaska is about the relationships you build with your customers,” says Leary. “It's a relationship-driven economy, with a lot of handshake deals you don't see often in the Lower 48.”

Anchorage-based Spenard Builders Supply, the state's largest supplier of materials and home improvement products, has been a Carlisle Transportation Systems customer for more than 20 years. Both companies have seen dramatic changes in business needs and customer demand.

“To be successful in Alaska, transportation providers have to be flexible,” says Leary. “They have to grow with shippers as needs change, and offer a blend of services. This market is not big enough to specialize, so they have to offer a range of services to compete.”

Constant innovation is another key to success. For example, Lynden recently introduced a predictive delivery system that allows it to provide remote villages in Alaska a 30-minute freight delivery window.

“That kind of service makes a big difference in Alaska,” says Pat Brown, general manager of Tacoma, Wash.-based



***Your offshore
shipping
just got easier!***



Lynden International offers affordable and reliable shipping to Alaska, Hawaii, Guam/Saipan and Puerto Rico. A full-service freight forwarder, including air, ocean and customs brokerage, Lynden connects you with these harder-to-reach locations. With years of experience to offshore markets, Lynden has a proven track record. We built our reputation for outstanding service on our flexibility and dedication to customer satisfaction.

www.lynden.com

1-888-596-3361

The Lynden Family of Companies
Innovative Transportation Solutions



Worldwide Movers Inc., which loads and ships household goods for civilians and military personnel moving in and out of Alaska. Working with Lynden, it moves freight primarily via ship and barge.

“Barge service is cheaper than steamship,” notes Brown. “The only real challenge is the weather. While steamships can plow through bad weather, barges often have to wait it out. We can save money using barges because they are faster, but we often can’t guarantee our customers a specific delivery time during bad weather.

“But in the summer, barges can save us money, which we pass on to our customers,” he continues. “Having a range of options is important in Alaska, because we often have to change plans.”

Alaska Brewing Company, based in Juneau, produces beer and distributes it all over the United States, working closely with Alaska Air Cargo. “As a manufacturing service based in a city with few roads, we depend on Alaska Air Cargo,” says Ashley Johnston, director of marketing for Alaska Brewing Company.

Because Juneau is landlocked, Alaska Brewing relies heavily on barge



Barge transport allows shippers to move containers and oversized cargo to areas of Alaska that lack road access.

transportation. But because barges take five days to travel from Juneau to Seattle, and don’t sail every day, the brewery often requires faster transport modes. “Air cargo service is especially useful when we partner with other companies in Alaska,” says Johnston. For example, Alaska Brewing Company often offers food and beer

pairings with companies such as Copper River Seafood.

“Using Alaska Air Cargo, we can share products with Copper River quickly and easily,” Johnston says. “We also use air freight for special events when we don’t have time to ship by barge.”

A Little Different

For all businesses, operating in Alaska presents a number of challenges and opportunities. The key is what you make of them.

“Everything about our business is a little different simply because we are in Alaska,” says Johnston.

For transportation providers, safety and consistency in this unusual environment are vital. “Companies have to ensure they can operate without anyone getting hurt,” says Oliver. “Inexperienced service providers sometimes try to take on the Alaska market, and many of their trucks end up in a ditch.

“Shippers need experienced providers going the last mile,” he continues. “Ships have to be built specifically for the trade; for example, electronics on the barges have to be up to date to monitor the weather. Shippers need to be aware of their options.”

Despite the challenges, moving freight in and out of Alaska has gotten easier over the years. As transportation service providers continue to develop new offerings, it will become increasingly possible for shippers to tame the last frontier. ■

FAR NORTH VALUES, NATIONWIDE SERVICE



Though our roots are firmly planted in Alaska, Carlile operates throughout the United States and Canada. With terminals located in key cities across North America and the best customer service on – and off – the road, Carlile is your complete transportation solution.



→ solutions finder.

Carlile
TRANSPORTATION SYSTEMS



www.carlile.biz | 1.800.478.1853
ALASKA | HAWAII | UNITED STATES | CANADA



North to Alaska ...and beyond

For 80 years, Alaska Air Cargo has served the Last Frontier and beyond with a record of reliability and exceptional service. From Boston to Barrow or Austin to Adak, we offer nationwide service and unbeatable frequency to more of Alaska than any other major carrier.

Alaska Air Cargo

C O M M I T T E D T O C A R G O

UNBEATABLE FREQUENCY | THE #1 ON-TIME AIRLINE IN NORTH AMERICA* | alaskacargo.com

Kennet has been providing top-notch customer service for Alaska Air Cargo since 1980.

*2010, 2011 FLIGHTSTATS.COM

Warehousing Woes? **No Worries!**
Picking Problems? **Piece of Cake!**
Going Global? **Gotcha Covered!**
Cross-docking? **Cross it Off Your List!**
Looking For LTL? **Look No Further!**
**Put Inbound Logistics
to Work on Your Challenges**

Inbound Logistics readers tell us they are reworking their logistics networks to offset rising transportation costs. Are you? We can help!

Last year, more than 500 companies found world-class solutions to their supply chain challenges through *Inbound Logistics*. Among those companies:

- Smart Furniture
- Apex International
- Standard Pacific Homes
- T-Mobile USA
- PT Coupling
- Chamberlain Group
- Celebrate Express
- Michaels Stores
- Bridgepoint Systems
- Afton Chemicals
- Border Foods Inc.
- The Taunton Press
- United Nations African Mission (Darfur)

Inbound Logistics has assembled a team of experts who are on call to help solve your logistics, transportation, and supply chain challenges. Our experts will evaluate your issues and needs, and give you free, no-obligation advice, solutions, and information.

It's so easy. Just log on to www.inboundlogistics.com/rfp. Answer a few brief questions, and let the information you need find you.

www.inboundlogistics.com/rfp

**inbound
logistics**
THE MAGAZINE FOR DEMAND-DRIVEN LOGISTICS

To: Inbound Logistics
Subject: Logistics Challenge

MY LOGISTICS CHALLENGE IS: Chocolate and snack food company in search of a 3PL partner with the following abilities: Temp Control btwn 60-65 deg Warehousing/ Dock, Pick & Pack, Re-Pack, POP & Shipper Display Packout, Pallet Display Packing. LTL & FTL Logistics relationship, Fulfillment, EDI Capable, Complete Inventory management. Facilities Centrally located (Ohio or Illinois preferred).



Casebook | by Lisa Terry

Electronics manufacturer Siemens switches from air freight to over-the-road transport for shipments from Mexico to the United States and Canada and lights up savings.

Cross-Border Shipping: The Road Now Taken

The North American Free Trade Agreement (NAFTA) has done much to support commerce among the United States, Canada, and Mexico. The value of surface transportation trade between the United States and its NAFTA partners increased by 14 percent to a record \$904 billion in 2011, according to the U.S. Department of Transportation.

Despite the transportation sector growth NAFTA has triggered since going into effect in 1994, moving goods across the borders securely and efficiently still challenges many shippers. Border crossing is complex, subject to hundreds of laws, treaties, and security requirements.

Cross-border shipping represented a pain point for Siemens S.A. de CV, a global electronics and electrical engineering manufacturer whose factory in Santa Catarina, Nuevo León, Monterrey, Mexico, lies about three hours south of the U.S.-Mexico border. The facility manufactures 2.2 million molded case circuit

breakers (MCCBs) annually for both industrial and residential use.

Until fall 2009, the factory shipped three to eight pallets of MCCBs via air daily. Ninety percent were bound for three Siemens distribution centers (DCs) in Ontario and Quebec, Canada; the remaining 10 percent went to DCs in Southaven, Miss., and La Mirada, Calif. The manufacturer had to meet tight daily air cargo windows at nearby Mariano Escobedo International Airport in Monterrey.

Sometimes, production delays caused Siemens to miss the shipping cutoffs.



And relying on air freight for all its Canada and U.S. MCCB shipments generated high transportation costs.

“We were using the most expensive shipping mode,” says Alejandro Reyna, logistics director for Siemens. “The decision was based on production delays, client demands, and limited logistics knowledge.”

A Better Way

Siemens executives in Mexico discussed their challenges with colleagues in Canada, and decided to approach CFI Logística/Con-way Truckload de Mexico about alternate mode options.

Con-way Truckload was already doing business in Mexico when it acquired CFI in 2007. A non-asset-based entity, CFI Logística contracts for both less-than-truckload (LTL) and truckload (TL) shipments domestically within Mexico, providing the Mexico service formerly handled by Con-way Freight.

Another arm of Con-way Truckload, CFI de Mexico, performs Mexico sales and customer service operations from five cities in the country's interior: Mexico City, Guadalajara, Monterrey, Querétaro, and Mexicali.

Siemens' requirements were simple, but critical: daily, reliable LTL pickups and three-day transit times to Canada. The carrier also needed to be bonded—licensed against a guaranty or surety by Customs to carry duty-unpaid goods in-bond across the U.S.-Mexico border, through the United States, and across the U.S.-Canada border.

Siemens would have to make some production adjustments to accommodate the three-day transit time, but CFI Logística promised a range of services to make the adjustment more palatable.

“We assigned a dedicated customer service representative to Siemens to provide information and status updates on demand,” says Salvador Moreno, general director, CFI Logística. CFI also provided access to a Siemens-specific Web portal so the manufacturer could view shipment information.

In addition, because CFI Logística is a Con-way company, it can work seamlessly

A CIRCUIT OF BENEFITS

Saving 35 percent on shipping costs represents a substantial result of collaborating with CFI Logística. But that's not the only benefit Siemens reaped by changing its shipment mode from air to ground. Other results include:

Flexibility in ship time, compared with air cargo's strict shipment window.

Increased production flexibility because Siemens can arrange for Saturday pickup, so goods can move over the weekend.

Shipment visibility via Web portal, along with standard reports available to download for Siemens' internal use.

Increased customer satisfaction. In the past 18 months, Siemens has received no customer complaints.

High customer scorecard ratings on monthly delivery times.

A 99.5-percent on-time pickup and delivery record.

No losses or damages for the duration of the service to date.

with Con-way Truckload and Con-way Freight to manage LTL, TL, and cross-border freight. The arrangement simplifies the entire operation for Siemens because it can manage all transactions through one contact.

The service includes daily LTL shipment pickups in straight trucks during Siemens' pickup window. Once a shipment is ready, Siemens creates bills of lading and tracking numbers, and prepares Customs paperwork—including the in-bond shipment—for the broker, then contacts CFI, which generates the shipment's PRO number identification code and bar codes.

The trucks transport the cargo to a

CFI Logística crossdocking facility in Monterrey, where shipments are consolidated with those of other shippers into 53-foot trailers. CFI drivers transport the shipments that night to Nuevo Laredo, just across the border from Laredo, Texas.

CFI offloads the goods for Customs clearance into the United States and notifies the customs broker. After clearance, a transfer company moves the shipment across the border and turns it over to Con-way Freight in Laredo.

The carrier receives the LTL shipment and schedules transportation across the United States and through Canada's Customs process; then closes the in-bond, and finally delivers the shipment to Siemens' distribution facilities.

Securing Transport in Mexico

Cargo security was a concern for Siemens as it transitioned from air freight to over-the-road transport. Mexico is among the three countries most at risk for cargo theft—along with Brazil and South Africa—according to logistics security agency FreightWatch International. In 2011, total cargo thefts in Mexico increased 13 percent, with more than 10,000 hijackings occurring on roads and highways, reaching an estimated loss value of \$9 billion.

CFI Logística leverages both process and technology to ensure Siemens' goods travel safely. The trucks that carry shipments from the Siemens MCCB production plant to CFI's crossdocking facility are equipped with global positioning system (GPS) technology, so their location is always known. The driver's name, unit number, and license plate number are provided to Siemens in advance, so it can verify it is tendering the load to an authorized driver.

Once the truck is loaded, Siemens takes a photo of the loaded shipment as part of its compliance with Business Anti-Smuggling Coalition (BASC) requirements. BASC is a business-Customs partnership created in cooperation with governments and international organizations to promote safe international trade.

At the CFI Logística crossdocking facility, security guards watch over shipment handling and match paperwork to ensure consistency. Security cameras provide surveillance, and long-haul trucks use GPS tracking. Emergency buttons in truck cabs provide another method for communicating with CFI security personnel.

A Helping Hand

For Siemens, a big benefit of working with CFI Logística is receiving personalized, local help with logistics issues.

For example, in spring 2011, Siemens approached CFI seeking to reduce time spent producing the two required bills of lading—one for shipment movement across Mexico, and an international bill of lading from Laredo to the shipment’s final destination.

“We called our team in Mexico, and it took 15 minutes to fix the issue,” says Reyna. CFI Logística used the first bill of



Collaborating with Con-way Truckload and its Mexico-based division CFI Logística, Siemens cut transportation costs by 35 percent.

lading to automatically populate fields in the second. “It’s a simple matter, but it had been taking us 20 minutes to fill out the second bill of lading for every shipment.”

These efficiencies will be particularly helpful as Siemens moves to close a production facility in Juárez and consolidate MCCB production in Monterrey, increasing its shipment volumes.

The most dramatic result of the shift from air to ground shipment has been the one that resonates with Siemens’ finance

department: a 35-percent drop in shipping costs.

Siemens learned that even the most vexing problem may have a simple solution—if you look.

“Don’t think you’ve done everything your carrier or supplier can do,” Reyna advises. “Don’t be afraid to let carriers know what your problems are. They may be able to provide another solution.”

For Siemens, the simple act of asking for help made a game-changing difference. ■

See and Be Seen at the World’s Largest Annual Wind Energy Conference & Exhibition

All the Major Global Players
in the Wind Energy Industry
Attend, Exhibit, and Network
at WINDPOWER!

**Registration
is NOW OPEN!**

www.WINDPOWERexpo.org
Best Pricing Before June 1



Manufacturing the **FUTURE** Today

WhitePaperDigest

Industry experts amass supply chain management best practices and skill sets, and invest in new research and evaluation tools. Now you can benefit. *Inbound Logistics* has selected this collection of whitepapers that will give you a jump on important supply chain issues. For more information on any of these whitepapers, visit the Web sites listed below.



LEGACY Supply Chain Services

TITLE: *Adopting a Values-Driven Corporate Culture to Create Resiliency*

LENGTH: 4 pages

DOWNLOAD: www.legacyscs.com/about-us/white-papers

SUMMARY: The current economy has served as a reminder that there are no guarantees in business. Many companies are finding themselves struggling to stay afloat, and many are sinking. In better economic days, a company could survive with a moderate profit margin achieved through dedicated attention to its bottom line. Focusing on values increases performance levels, improves service, reduces employee variability, and supports sustainability.

Ryder

TITLE: *Learn How Grocery Retailers and Food Manufacturers Save Up to 20 Percent Through a Mixing and Consolidation Program*

LENGTH: 4 pages

DOWNLOAD: www.ryder.com/pdf/scs_ind_foodbev.pdf

SUMMARY: To ship small volumes, food manufacturers often turn to less-than-truckload (LTL) shipping, a strategy that can create major problems and expenditures. Food manufacturers may resort to shipping more product in order to achieve a volume discount. Learn how a mixing and consolidation program helps food retailers and manufacturers collaborate to streamline the flow of goods and dramatically reduce costs.

Share your whitepaper with *IL* readers!

WhitePaper Digest is designed to bring readers up-to-date information on all aspects of supply chain management. We're building a database of SCM whitepapers, and you can help. E-mail us with whitepaper recommendations: editorial@inboundlogistics.com

RWI Transportation

TITLE: *2012 Temperature-Controlled Transportation Report*

LENGTH: 16 pages

DOWNLOAD: <http://rwitrans.com/resources/whitepapers.asp>

SUMMARY: This study, based on a survey of North American shippers, examines the top challenges faced in temperature-controlled transportation. It provides interesting insights and information about best practices, common challenges, and emerging trends in today's temperature-controlled market. The report is offered by RWI Transportation, an asset-based logistics company providing temperature-controlled transportation. RWI manages in excess of 100,000 shipments annually, including both temperature-controlled and dry freight.



Descartes

TITLE: *Logistics Flow Control: Gaining Command of the Inbound Supply Chain*

LENGTH: 22 pages

DOWNLOAD: www.descartes.com/documents/wp_logistics_flow_control

SUMMARY: Retailers want their goods to seamlessly flow through their distribution network. To meet retailers' inbound supply chain needs, Descartes created Logistics Flow Control, a comprehensive, cloud-based, multi-party solution that spans the entire process to collaboratively bring together all parties to simultaneously manage commercial, logistics, and customs inbound processes.

Infor

TITLE: *New Dimensions in Supply Chain Management*

LENGTH: 11 pages

DOWNLOAD: <http://bit.ly/HuObFD>

SUMMARY: Whether your company manufactures, distributes, or sells products directly to customers, it is critical to incorporate all supply chain business drivers into your decision-making. *New Dimensions in Supply Chain Management* explains why taking a multi-dimensional, concept-to-customer approach to supply chain management – encompassing everything from product and network design to execution of last-mile delivery – enables you to drive performance and improve customer satisfaction while managing increasing complexity. Download this whitepaper now and get ready to implement eight strategies to drive supply chain performance.



Manhattan Associates

TITLE: *Pop-up Supply Chains: Leveraging Network Assets For Dynamic Distribution*

LENGTH: 11 pages

DOWNLOAD: <http://bit.ly/HUYKYC>

SUMMARY: How do companies cope with the perfect storm of conditions that has culminated in recent years – the rise of e-commerce, SKU proliferation, and channel proliferation? An efficient supply chain is no longer enough. A fulfillment point may “pop-up” quickly, serve a new purpose, then fade back to its original state. It takes organizational flexibility and supporting technology to create this kind of network. This whitepaper describes how we got here, and what a pop-up supply chain looks like to enable companies to thrive in today's environment.

3PLs

Flash Global Logistics

A new mission-critical parts and products distribution center at Chicago's O'Hare International Airport lets Flash Global Logistics ship daily to more than 200 locations worldwide via major cargo

carriers and overnight couriers, allowing shippers to submit orders later without missing flight cut-off times. In addition to distribution capabilities, the climate-controlled, 107,000-square-foot space is configurable to manage value-added services, including subassembly, kitting,

reverse logistics, and specialized processes such as testing and repair.

www.flashlogistics.com

866-611-7874

CEVA Logistics

A new 460,000-square-foot facility located in Southern California near major interstates and the Ontario International Airport handles 300 trailers and offers 50 dock doors, multi-tier pick modules, and automated sortation.

www.cevalogistics.com

909-937-6600

Evans Distribution

A new Government Support Services Division provides government agencies and sub-contractors with logistics and supply chain management services, including logistics planning, dedicated warehouse operations, facility and transportation management, inventory planning, fleet planning and operation, and reverse logistics.

www.evansdist.com

800-OK-EVANS

Kuehne + Nagel

A new trucking and rail hub in Vienna connects all major Eastern European countries via direct lines and more than 300 weekly scheduled departures. The centralized platform enables better capacity utilization, reduced transit times, and an increased number of lanes with daily departures within Europe.

www.kuehne-nagel.com

201-413-5500

▲ Mobile Devices: noax Technologies

Suitable for warehouse and production applications, the compact noax C12 Industrial PC offers customizable memory, interfaces, and storage media, and allows users to transfer data via mobile technology. The high-contrast, durable touchscreen display facilitates order-picking and other warehouse functions.

www.noax.com

704-992-1606

Pilot Freight Services

Pilot Freight Services opened a station in Toronto, offering a full suite of transportation and logistics services, including air, ocean, ground, and logistics





capabilities. Working in conjunction with the company's Canadian partner, Concord Transportation, the new location handles shipments into and out of Ontario and Quebec.

www.pilotdelivers.com

800-HI-PILOT

MATERIALS HANDLING

Ergologistics LLC

Designed with proper ergonomics and safety in mind, the Lift'n Buddy mobile lifting device combines a standard

two-wheeler's durability and functionality with automatic lifting and lowering capabilities. Fabricated of durable, lightweight, extruded aluminum, the device can lift up to 500 pounds.

www.liftnbuddy.com

701-499-5270

AIR

AirBridgeCargo (ABC)

ABC began service from Germany's Hannover Airport to Beijing via Moscow. The weekly Boeing 747-400 freighter

▲ Mobile Devices: Psion Teklogix

The Omnii RT15 rugged handheld device offers several data capture modules, including a range of imaging and laser scanners from multiple vendors, as well as a high-capacity battery and expanded wireless capabilities.

www.pSION.com

800-322-3437

GRADUATE EDUCATION



TRANSPORT Your Career to a Higher Level

*Earn a **Master of Science** in Intermodal Transportation Management from the University of Denver*

- Designed for experienced managers in transportation, supply chain, and logistics.
- 18-month program with 5, 1-week Denver residencies and a travel seminar to Europe or Asia.
- ITI scholarships may be available for those who apply and qualify.
- Applications are now being accepted for September 2012.
- Curriculum certified by the American Society of Transportation & Logistics (AST&L)



UNIVERSITY OF
DENVER
INTERMODAL
TRANSPORTATION
INSTITUTE (ITI)

For additional information and to discuss the **University of Denver ITI Executive Masters Program**, please contact the following:

Intermodal Transportation Institute
University of Denver
2400 South Gaylord Street - Denver CO 80208-1300

George C. Woodward - ITI Board President
ITI Board of Directors • 215.247.2162
george.c.woodward@verizon.net

Cathryne C. Johnson - ITI Executive Director
ITI Office • 303.871.4702
catjohn@du.edu

Visit the ITI Website at www.du.edu/transportation for program and application information.

service primarily transports engineering and automotive parts from northern Germany's industrial region to the Far East.

www.airbridgecargo.com 847-261-0214

BDP International

A new program, BDP AirStar, expedites shipments from Chicago, New York, and Houston to Amsterdam for immediate transit to all major European destinations. Using its Web-based BDPSmart Vu tool, the company can also provide end-to-end supply chain visibility, tracking and tracing, and purchase order management.

www.bdpinternational.com 718-244-0371

DHL

A new flight connects Hong Kong, Los Angeles, and Leipzig, Germany, to link key trade lanes between Asia, the western United States, and Canada. The next-day, global service provides a connection from

Los Angeles direct to DHL's European air hub in Leipzig, so shippers in California can order a pickup from a DHL courier up to three hours later for European shipments.

www.dhl.com 800-CALL DHL

Lufthansa Cargo

Designed for shippers with extremely time-critical and sensitive cargo, the new Courier.Solutions express service provides Lufthansa's fastest transit and shortest delivery times, plus constant consignment surveillance and custody. There are no shipment weight limits; entire pallets or containers can be transported.

www.lufthansa-cargo.com 800-LH-CARGO

AFTERMARKET SERVICES

Avnet Inc.

A new division, Avnet Integrated Resources, delivers end-to-end aftermarket services for electronics original equipment manufacturers, service providers, and corporations. Offerings feature service parts logistics, including warranty and

ADVERTISEMENT PRODUCT SPOTLIGHT



Drawback.NET is the most comprehensive duty drawback software solution on the market today. Drawback.NET is a culmination of 30+ years of experience and market-tested applications, evolved into an industry leading and vital component for drawback processing.

Drawback.NET opens up the viability for in-house drawback processing to virtually anyone. Industries such as automotive, chemical, electronics, and retailing, as well as many other business sectors, can benefit from the software system's nearly unlimited database capacity powered by the SQL Server Database Engine.

Dutycalc Data Systems

www.dutycalc.com

Email: info@dutycalc.com

530-637-1006 (Pacific Time)

Online Demonstrations Available by Appointment



▲ Materials Handling: Crown Equipment Corp.

The Crown WP 3000 Series Walkie Pallet Truck was designed to maneuver in tight spaces, withstand impacts, deliver power on demand, and give operators controlled performance. Its e-GEN braking system provides operators with smooth, consistent stopping power. Because braking occurs in the motor, energy is returned to the battery for further efficiency gains.

www.crown.com

419-629-2311

spares pool management, and remarketing and recycling to maximize product value.

www.avnet.com

480-643-7642

TRUCKING

Old Dominion Freight Line (ODFL)

Co-located with ODFL's San Francisco service center, a new Oakland container drayage operation directly serves all ports, rail heads, and container yards in California, including the Port of Oakland.

www.odfl.com

800-432-6335

FREIGHT FORWARDING

FedEx Trade Networks

Three new FedEx Trade Networks operations in Phoenix, Ariz.; St. Louis, Mo.; and Milwaukee, Wis., provide air and ocean freight forwarding, and customs brokerage solutions.

www.fedex.com

800-60-FEDEX

OCEAN

COSCO Container Lines Americas

A new service connects Asia, the Caribbean, and the Gulf of Mexico via the Panama Canal. The regular rotation begins in Busan, South Korea, with calls at Shanghai, Ningbo, Xiamen, Yantian, Colon, and Houston, with direct, 24-day return to Busan.

www.cosco-usa.com

800-242-7354

Mitsui O.S.K. Lines Ltd. (MOL)

MOL now offers a twice-weekly, 10-day service linking Singapore and Yangon, Burma.

www.MOLpower.com

800-449-7575

WAREHOUSING EQUIPMENT

TMI

Designed for use in large warehouses, storage facilities, and other areas with constant workflow and high-impact traffic, the new Mega-Pro HD heavy-duty swinging door handles high levels of forklift and mechanized traffic, while separating a building's environments and controlling temperatures, without



▲ RFID: Intellex

The Intellex CMR-6100 cellular-enabled, GPS-equipped, multi-protocol RFID reader provides automated data capture and sharing to improve condition monitoring and track-and-trace accountability for temperature-sensitive shipments.

www.intellex.com

877-694-3539


impeding traffic flow. The Mega-Pro can be used in doorways up to 10 feet wide and 10 feet high, and features heavy-duty galvanized steel hardware


that attaches to clear industrial-grade PVC, available in both regular and low temperature grades.

www.tmi-pvc.com

800-888-9750

MagicLogic's Cube-IQ: the Ultimate in Load Planning software.





For information and to download a free trial version:
www.magiclogic.com
 MagicLogic Optimization Inc.
 Email: info@magiclogic.com
 +1-206-274-6248 (GMT-8, International)
 1-888-274-8616 (PST, North America)

CAN EVERYONE
ON YOUR TEAM
SOLVE THIS?

$$ICC = \frac{C + T + I + W + X + (S - R1) + (O - R2)}{\text{Annual \$ Material Cost}}$$

If not, they should be reading this.

Spread the good news by getting your vendors, partners, and team members reading Inbound Logistics.

Point them to http://bit.ly/il_sub

**inbound
logistics**
THE MAGAZINE FOR DEMAND-DRIVEN LOGISTICS



ICC=inventory carrying costs C=capital T=taxes I=insurance W=warehouse costs X=shrinkage S=scrap O=obsolescence costs R=recovery

WEB_CITE CITY

COMPANY NAME PAGE

A.N. Deringer, Inc.	106, 114, 119, 141, 142, 143
a2b Fulfillment, Inc.	121, 133
AAA Cooper Transportation	114, 140, 141
Aankhen, Inc.	134
AFN - Advantage Freight Network, LLC	106
AIT Worldwide Logistics	122
Aljex Software, Inc.	124, 136, 144
Amber Road	124
Ambiance Personnel	133, 136
Andlor Logistics Systems	106
Associated Global Systems	111, 122
Baruch College	116
BDP International	112
Bellevue University	116
C3 Solutions	125
Cardinal Hosted Logistics	125
CargoSmart	125
Cass Information Systems, Inc.	125
Catapult International	126
Cheetah Software Systems	119, 126
ChemLogix	106, 136, 138
Choice Logistics	107
ClearTrack Information Network, Inc.	126, 135, 142
COGISTICS	120, 139
Core Partners	126
CT Logistics	127
CTSI-Global	127
Cypress Inland (Yardview)	145
Data2Logistics	127
eShipGlobal	127
Establish, Inc.	113
Exotrac	145
FFE Transportation Services, Inc.	140
Franzetta & Associates Inc.	133
Freightgate	128
Freightquote.com	142
Geodis Wilson	107, 112, 119, 139

COMPANY NAME PAGE

Georgia Tech SC & Logistics Institute	116
Georgia Tech, EMIL-SCS Program	117
Governors State University	117
H&M Bay, Inc.	138
Hanover Logistics	107
HighJump Software	145
Hoosier Energy	116
IES	128
Inmar	107, 121, 133
INSIGHT, Inc.	135
Institute of Logistical Management	115
Interlink Technologies	145
Jacobson Companies	108, 140, 143
JobsInLogistics	124
John Galt Solutions	119
LeSaint Logistics	143
LynnCo Supply Chain Solutions	108
Magaya Corporation	128
MagicLogic Optimization	128
Mallory Alexander Int'l. Logistics	108, 134
McLeod Software	136
MercuryGate International	137
Mericle Commercial Real Estate Services	132
Metro Park Warehouses	108, 143
MIQ Logistics	109
Multisorb Technologies	130
Network Global Logistics	109, 112, 144
New Breed	113, 121, 129, 132, 134, 135, 139
New England Motor Freight	141
North Dakota State University	117
nVision Global Technology Solutions	129
Panther Expedited Services, Inc.	112, 122, 140
PECO Pallet	131
Pilot Freight Services	123, 129
Pitt Ohio	141
Port Jersey Logistics	109
Port of Stockton	131

COMPANY NAME PAGE

Position Logic	129, 137
QuestaWeb, Inc.	114
R2 Logistics	109
Railinc Corporation	132
ROAR Logistics	110
Romark Logistics	113, 115
Ryder	123
Seaconus	110
Service By Air, Inc. (SBA)	123
SmartFreightWare	130
St. Onge Company	113
Star Distribution Systems	110
Syracuse University - Whitman School	117
TBB Global Logistics	110, 111
TrakLok Corporation	134
Trans Audit Inc.	120
Trans-Trade, Inc.	111
Transervice Logistics, Inc.	115
TransportGistics	120, 130, 137, 142
Transwide	137
TransWorks	130, 135, 138
TranzAct Technologies	120, 139
Trendset Inc.	121
UltraShipTMS	138
UniGroup Worldwide Logistics	123
Union Pacific Corporation	132
University of Alaska Anchorage	118
University of Arkansas, SCM Research Center	118
University of Denver, Intermodal Transport Inst.	118
University of Wisconsin-Platteville	115
Virginia Port Authority	131
Wagner Industries	144
Warehouse America	111, 122, 144
Werner Enterprises Inc.	124
Wright State University	118
XpressRate.com	131

3PLs



A.N. Deringer, Inc. • www.anderinger.com

Customer care, service excellence, and a firm commitment to customs compliance illustrate the differences that have led to Deringer's success as a leading logistics provider for more than 90 years. Deringer's turnkey logistics services include customs brokerage, international freight forwarding, warehousing and distribution, cargo insurance, and consulting. With more than 30 offices and a strong network of international agents, Deringer helps companies optimize efficiencies in their supply chain.

AFN-Advantage Freight Network, LLC • www.loadafn.com

Serving carriers, manufacturers, and retailers since 2003, AFN is a recognized leader in freight brokerage, third-party logistics, and transportation management services. We're known for our commitment to client service, our proactive approach to fighting cargo theft, and our expertise in retail compliance. AFN's team works with you to provide a solution that blends seamlessly into your daily business processes.



Andlor Logistics Systems • www.andlor.com

The Andlor staff has partnered with the logistics industry for more than 30 years. The software is a fully integrated 3PL WMS. The Web front-end provides access for the total supply chain. Users enter orders and appointments, and access receipts, shipments, invoices, claims, EDI data, and client and VMI inventories with scheduled reporting. Andlor offers *BacTracs* for reverse logistics processing and a yard management system (YMS). Excellent functionality and support are Andlor's trademarks.

ChemLogix, LLC • www.chemlogix.com

ChemLogix, LLC is the leading provider of comprehensive chemical industry logistics management outsourcing and technology services that, together with its supply chain consulting resources, enable its clients to improve performance and drive economic value. ChemLogix is dedicated to solving its customers' most vital logistics challenges by leveraging chemical industry expertise; best-of-breed technology; and a personalized, high-touch approach to deliver measurable, sustainable value. For more information, visit www.chemlogix.com or email information@chemlogix.com.



IN THIS SECTION:

3PLs

WEB_CITE CITY

www.inboundlogistics.com/web_cite



Choice Logistics • www.choicelogistics.com

Choice Logistics provides customized logistics solutions that enable global technology manufacturers, value-added resellers, and third-party service organizations to meet the high-availability requirements of their customers. Its global network of strategic stocking locations, linked by dependable transportation solutions, a unified technology platform, and a performance-driven culture, turns time-critical systems support into premium service offerings that generate profitable revenues, build solid reputations, and strengthen customer relationships.

Geodis Wilson • www.geodiswilson.com

With 5,500 people and a global network, Geodis Wilson is one of the world's largest freight management companies, serving customers with integrated supply chain solutions that deliver cargo by sea and air. The company's expertise, value-added services, and e-services enable you to streamline the flow of goods. We also make your supply chain more transparent and easier to manage. A self-reliant network of offices, and air and ocean hubs in more than 50 countries, ensures that your cargo flows efficiently and consistently across the world.



Hanover Logistics • www.hanoverlogistics.com

Hanover Logistics is an asset-based logistics services company providing customers superior supply chain management solutions in a variety of third-party logistics (3PL) disciplines including warehousing, distribution, fulfillment, and transportation services. Hanover Logistics is equipped to expertly handle various types of logistics services including: freight brokerage, food/grocery storage and distribution, intermodal/cross-dock services, warehousing solutions for a variety of products (foreign trade zone-certified), and general transportation management including truckload, LTL, and container hauling services.

Inmar • www.inmar.com

Inmar operates collaborative commerce networks and makes them intelligent. Retail, healthcare, and manufacturing clients choose Inmar's networks to simplify and securely manage their complex transactions with trading partners so they can focus on their core business.





Jacobson Companies • www.jacobsonco.com

Jacobson Companies is a leading third-party logistics company providing end-to-end supply chain solutions that include warehousing and distribution, contract packaging and manufacturing, freight management, customs brokerage, and international ocean and airfreight forwarding. Jacobson can offer expertise in a wide range of industry verticals including food and beverage, consumer packaged goods, chemicals, healthcare/life sciences, durable goods, consumer electronics, retail, and industrial/automotive. What can we do for you? Contact us at 800-636-6171 or visit our Web site at www.jacobsonco.com.

LynnCo Supply Chain Solutions • www.lynnco-scs.com

LynnCo specializes in value-added supply chain solutions. We create tailored solutions by taking redundant links out of our clients' logistics networks. Whether it's upfront due diligence studying current distribution patterns, rationalizing facilities with state-of-the-art optimization tools, or analyzing entire supply chain networks, our mission is to provide our clients world-class solutions - creating bottom-line value.



Mallory Alexander International Logistics • www.mallorygroup.com

Mallory Alexander International Logistics is a leading third-party logistics (3PL) provider. As a specialist in global logistics and supply chain services, Mallory Alexander acts as a single source for all logistics and supply chain needs. Specifically, Mallory Alexander provides public and contract warehousing, freight forwarding (international, domestic, air, and ocean), customs brokerage, import/export services, intermodal trucking and transportation, logistics services, and consulting.

Metro Park Warehouses • www.metroparkwarehouses.com

Metro Park Warehouses is a full-service 3PL offering 2 million square feet in Kansas City of modern food-grade warehousing space, including medical temperature-controlled space, ATF and national pharmaceutical licensed distribution, AIB Superior ratings, and 5 rail facilities, all open to reciprocal switching. Our in-house value-added services include end-to-end call center, shipping, invoicing, credit card payment; retail display building; heat-tunnel packaging and shrink-wrapping; and a dedicated local and regional trucking fleet. We have been in business for more than 40 years, specializing in award-winning service for food and household products, medical supplies, pharmaceuticals, alcoholic beverages, appliances, roll paper, and packaging. Contact Metro Park to gain the competitive edge for your Midwest logistics and distribution requirements.



IN THIS SECTION:

3PLs



MIQ Logistics • www2.miq.com

Built on the strength and success of YRC Logistics, MIQ Logistics helps optimize supply chains and improve overall business performance. The company's solutions help manage distribution and warehousing more efficiently, and simplify domestic and global transportation. Started in 2002, MIQ Logistics has locations in Asia, Europe, North America, and South America. Along with its global network partners, MIQ Logistics provides services in and between more than 80 countries supported by more than 5,000 in-country logistics professionals.

Network Global Logistics • www.nglog.com

Network Global Logistics (NGL) was founded in 1971 and offers supply chain solutions including warehousing, service parts logistics, transportation management (TMS), retail and e-commerce fulfillment, next-flight-out, same-day ground courier for LTL and TL, and value-added manufacturing services. NGL uses best practices and standard operating procedures to achieve the highest service levels and key performance indicators in the industry. Our supply chain information systems provide real-time visibility to inventory and shipments. NGL is available 24/7/365.



Port Jersey Logistics • www.portjersey.com

For more than 56 years, Port Jersey Logistics has been the number-one choice for transportation, warehousing, and distribution on the East Coast. Port Jersey operates modern, state-of-the-art warehousing space, as well as in-house trucking and logistics services. Along with our wide array of value-added services and first-class customer service team, Port Jersey Logistics is your one-stop shop for all of your supply chain needs.

R2 Logistics • www.r2logisticsteam.com

Founded in 2005, R2 Logistics is a global provider of transportation services and logistics solutions. As a third-party logistics company, we provide access to more than 16,000 contracted transportation providers. With three full-service branches located in Columbus, Ohio, Detroit, Mich., and Jacksonville, Fla., we are able to provide your company with any possible over-the-road shipping need nationwide, including Mexico and Canada. With the dedication of our employees and our culture of Reliable Service and Relentless Passion, we've built a strong reputation as an industry leader.





ROAR Logistics • www.roarlogistics.com

Founded in 2003, ROAR (Rail, Ocean, Air, Road) has rapidly become a leading transportation services provider, serving customers worldwide. A subsidiary of Rich Products Corp., ROAR views transportation from the perspective of the shipper, delivering value through world-class customer service, cutting-edge technologies, and competitive pricing. Call on ROAR for your truckload, LTL, domestic intermodal, import/export ocean, and global air cargo needs. Call 888-292-7627, e-mail: info@roarlogistics.com, or visit: www.roarlogistics.com.

Seaconus • www.seaonus.com

Seaconus (formerly known as ICS Logistics), headquartered in Jacksonville, Fla., is an asset-based logistics organization, owning companies that operate in all points of the logistics network including dry and temperature-controlled warehousing, stevedoring, terminal services, and freight services. Whatever it takes to deliver shipments from point to point is where our focus and resources remain because we are most invested in taking our customers - and their cargo - to the next level.



Star Distribution Systems • www.stardistribution.us

There are a number of powerful reasons why so many successful, forward-thinking companies turn to Star Distribution Systems. We're Florida's premier 3PL provider, and the only LTL distribution center that guarantees next-day delivery on our private fleet to any Florida location. We provide nearly one million square feet of superior food grade warehousing, 24-hour shipping, pool distribution, cross-docking, and instant communication with every truck in our fleet. After more than 120 years in business, our formula for success remains simple, unique, and amazingly effective.

TBB Global Logistics • www.tbbgl.com

TBB Global Logistics has been making a supply chain impact for small and mid-sized companies since 1946. Through our Supply Chain Guardian® brand, we work according to your specifications and offer the required human, technological, and physical resources to meet your company's global supply chain needs. TBB Supply Chain Guardian Service® - Aligning Supply Chain Strategies and Business Objectives.



IN THIS SECTION:

3PLs – Air/Expedited



Trans-Trade, Inc. • www.transtrade.com

Trans-Trade, Inc. is a fully integrated supply chain service provider committed to efficient, customer-centric solutions. Strengthened by dedicated professionals, innovative technology, and a full range of logistics services, Trans-Trade solutions deliver a clear business advantage – from anywhere, to anywhere. Supply chain management, international freight forwarding, domestic transportation management, inventory management, distribution. To learn more, please contact Trans-Trade at 1-972-456-1560.

Warehouse America • www.whseusa.com

Strategically located in Philadelphia, Pa., minutes from major ports and interstates, Warehouse America's 200,000-square-foot facility gives you a distribution advantage. From custom inventory management, EDI, and order fulfillment to unparalleled warehousing services, including loading, unloading, and transloading; LTL or TL shipping; long- and short-term storage; and same-day order processing, Warehouse America offers everything you need from a third-party logistics partner.



4PLs



TBB Global Logistics • www.tbbgl.com

TBB Global Logistics has been making a supply chain impact for small and mid-sized companies since 1946. Through our Supply Chain Guardian® brand, we work according to your specifications and offer the required human, technological, and physical resources to meet your company's global supply chain needs. TBB Supply Chain Guardian Service® - Aligning Supply Chain Strategies and Business Objectives.

AIR/EXPEDITED

Associated Global Systems • www.agsystems.com

Associated Global Systems (AGS) is a leading provider of world-class transportation, logistics, and supply chain solutions on a global basis. Established in 1958, AGS provides a complete menu of time-definite domestic and international services, with coverage from more than 125 cities in the United States and a network spanning 196 countries. Our comprehensive technologies include myAGS.com (InfoNet), myAGSinventory.com (Supply Chain), and Quick Quote.





Geodis Wilson • www.geodiswilson.com

With 5,500 people and a global network, Geodis Wilson is one of the world's largest freight management companies, serving customers with integrated supply chain solutions that deliver cargo by sea and air. The company's expertise, value-added services, and e-services enable you to streamline the flow of goods. We also make your supply chain more transparent and easier to manage. A self-reliant network of offices, and air and ocean hubs in more than 50 countries, ensures that your cargo flows efficiently and consistently across the world.

Network Global Logistics • www.nglog.com

Network Global Logistics was founded in 1971 and is the preferred provider of next-flight-out (NFO) and same-day ground courier service to the medical, life science, financial, and technology industries. Using best practices and standard operating procedures, NGL is able to deliver unmatched service levels. Our goal is to develop partnerships with our customers by offering business solutions that are flexible, exceed expectations, provide value, and create peace of mind.



Panther Expedited Services, Inc. • www.pantherexpedite.com

Panther offers a full suite of airfreight solutions, including Hot Shots, Air Charter, NFO, Next Day, Second Day, and Deferred services. Our Web-based engine evaluates more than 200,000 shipping alternatives, provides immediate "buy-up" and "buy-down" options, utilizes True Transit, True Pricing, and provides seven in-transit milestone updates so you will always know you made the right shipping decision. With one call to us at 800-685-0657, you will open the door to lower costs and a broader set of solutions.

CHEMICAL LOGISTICS

BDP International • www.bdpinternational.com

Some of the world's most respected companies rely on BDP International to handle their demanding air, ocean, and ground shipments, and logistics challenges. Browse BDP's Web site to learn how it has helped companies reduce costs, improve efficiencies, and streamline processes using its global network of operations spanning 122 countries, including more than 20 offices in the United States. BDP's broad spectrum of services and customer support make it a trusted company for a full range of integrated solutions.



IN THIS SECTION:

Cold Storage • Consultants

COLD STORAGE



Romark Logistics • www.romarklogistics.com

Make Romark Logistics your choice for nationwide warehousing, distribution, contract labor management, fulfillment, packaging, real estate development, and transportation solutions. Our commitment to continuous improvement, customer satisfaction, and the spirit of partnership has been the foundation of our growth and success for more than 50 years. Romark Logistics operates more than 3 million square feet of contract distribution and packaging centers, and can customize a supply chain solution for your most demanding challenges.

CONSULTANTS

Establish, Inc. • www.establishinc.com

Establish, Inc. is a global management consulting firm specializing in the supply/demand chain. We have been in business for more than 35 years and completed more than 1,000 client assignments. We are comfortable working in all the supply chain functions: procurement provisioning, inventory planning/forecasting, manufacturing distribution, warehousing, transportation, and customer service, and we can work at both the strategic level and the tactical level. We also have implementation capabilities and frequently lead or guide the implementation of our recommendations.



New Breed • www.newbreed.com

Logistics network design and lead logistics services help manage your supply chain. No amount of operational efficiency can make up for faulty strategy or a cumbersome process. That's why New Breed invests in logistics technology tools and intellectual resources to determine the best way to run your operation with fewer people, reduced inventory levels, in less time, and with lower cost.

St. Onge Company • www.stonge.com

St. Onge Company, a leading independent global logistics engineering consulting firm, specializes in supply chain strategy, logistics, engineering, and information technology in the world of warehousing/distribution and manufacturing. We are a trusted name in the industry, with eight out of every 10 projects coming from repeat and referral business. Additionally, St. Onge has been selected three times over the past four years as one of the Top 100 Supply Chain Partners by SupplyChainBrain.



CUSTOMS BROKERS



A.N. Deringer, Inc. • www.anderinger.com

For more than 90 years, Deringer has been one of the largest privately held customs brokers in the United States, with nearly 50 percent of staff licensed as customs brokers or holding other certifications. With more than 30 locations throughout the United States and holding the first national filing license, Deringer clears shipments at every port of entry. Additionally, Deringer offers a variety of innovative tools to facilitate entry processing, monitor shipment progress, and review history through reporting tools.

CUSTOMS COMPLIANCE/DUTY DRAWBACK

A.N. Deringer, Inc. • www.anderinger.com

Deringer Logistics Consulting Group provides companies with professional support and expertise through a full complement of regulatory consulting services. Our services are customized to meet your needs, bringing together specialized experts in customs compliance and auditing, duty drawback, reconciliation, and solutions to help secure the supply chain. By offering discerning regulatory compliance advice, we prepare clients to successfully compete in world markets.



Questaweb, Inc. • www.questaweb.com

Questaweb is a premier provider of integrated, Web-based global trade management software. Questaweb's applications unify import, export, logistics, compliance, and financial processes under one roof. The applications include U.S. Customs, self-entry, foreign trade zone, landed costs, HTS, PO management, export licensing, drawback, reconciliation, denied party screening, product catalog, tracking, and international document repository. The centralized global database maintains up-to-date trade content and currencies. Questaweb can also be efficiently integrated to your ERP system if designated.

DEDICATED CONTRACT CARRIAGE

AAA Cooper Transportation • www.aaacooper.com

AAA Cooper Transportation has been delivering safe, efficient transportation for more than 50 years. With strategically located service centers, we are prepared to give individual attention to your shipping needs. AAA Cooper Transportation is dedicated to the long-term sustainability of the environment, and continues to implement processes that will make the world a better place to live for generations to come.



IN THIS SECTION:

DCC – Distribution Center Mgmt.



Transservice Logistics Inc. • www.transservice.com

Transservice provides cost-effective dedicated transportation solutions for fleets across North America. Whether your network is store delivery, inter-facility, plant-to-customer direct, or to distribution centers, Transservice delivers with total reliability, responsiveness, and flexibility. Our dedicated programs are based upon full disclosure to actual costs, plus we offer gain sharing and annual maximum rate guarantees. Contact us and see how our design team and modeling process can benefit your company.

DISTANCE LEARNING

Institute of Logistical Management (ILM) • www.logisticseducation.edu

ILM offers quality, cost-effective, self-paced Professional Certifications in Transportation, Logistics, and Supply Chain for students to achieve competency in the logistics industry. ILM integrates transportation, logistics, and supply chain to certify professionals for real-world application. Now offering 8 Certifications. For further information, contact us at 888-456-4600 or info@logisticseducation.edu.



University of Wisconsin-Platteville • www.gouwp.com

Delivered entirely online, the University of Wisconsin-Platteville's Master of Science in Integrated Supply Chain Management program fits your busy life. This unique program examines the interplay and coordination of business, industrial studies, and engineering, while providing you with real-world capabilities that stretch beyond a typical master's degree in business. No entrance exam; 30-33 credits to earn this master's degree.

DISTRIBUTION CENTER MANAGEMENT

Romark Logistics • www.romarklogistics.com

Make Romark Logistics your choice for nationwide warehousing, distribution, contract labor management, fulfillment, packaging, real estate development, and transportation solutions. Our commitment to continuous improvement, customer satisfaction, and the spirit of partnership has been the foundation of our growth and success for more than 50 years. Romark Logistics operates more than 3 million square feet of contract distribution and packaging centers, and can customize a supply chain solution for your most demanding challenges.



ECONOMIC DEVELOPMENT



Hoosier Energy • www.hepn.com

Hoosier Energy is a generation and transmission cooperative providing electric power to 17 member electric distribution cooperatives in central and southern Indiana and one member cooperative in Illinois. Based in Bloomington, Ind., Hoosier Energy operates coal, natural gas, and renewable energy power plants and delivers power through a 1,450-mile transmission network. Hoosier Energy is a Touchstone Energy Cooperative, one member of a nationwide alliance of electric co-ops providing high standards of service according to four core values: integrity, accountability, innovation, and commitment to community.

EDUCATION

Baruch College Division of Continuing and Professional Studies baruch.cuny.edu/caps

Trade globally...learn locally! At Baruch College's Weissman Center for International Business and Division of Continuing and Professional Studies (CAPS) you will find 45+ industry-driven courses and 7 certificate programs to develop and advance your international trade career. We offer a NASBITE-endorsed Certified Global Business Professional test preparation program, import and export operations, customs broker license test preparation, logistics, supply chain management, international entrepreneurship, and more. Taught by practitioners: on campus, onsite, and online.



Bellevue University • business.bellevue.edu

Be a leader in your company. Gain the knowledge and skills that logistics executives need in their employees today. Bellevue University offers career-relevant master's degrees such as MIS and Project Management, and bachelor's degrees such as Supply Chain & Logistics Management. Classes are available 100 percent online and you can use the learning you receive on the job the next day! Learn more now.

Georgia Tech Supply Chain & Logistics Institute • scl.gatech.edu

The Georgia Tech Supply Chain & Logistics Institute (SCL) offers a comprehensive curriculum of short courses and seminars in which participants can earn a professional certificate in Supply Chain and Logistics or a professional certificate in Lean Supply Chain. More than 18 open enrollment supply chain and logistics short courses are offered each year. SCL can also assemble a curriculum designed for individual company needs. SCL students come from all segments of the logistics community - from manufacturing and distribution, warehousing, transportation, and third-party logistics to consulting and information technology.





Georgia Tech, Executive Masters in International Logistics & Supply Chain Strategy Program • emil.gatech.edu

After 10 years in existence, Georgia Tech's Executive Masters in International Logistics & Supply Chain Strategy (EMIL-SCS) program is clearly in a category of its own. For the senior logistics executive seeking an advanced degree in international logistics and supply chain strategy, EMIL-SCS is the program of choice. We combine a strategic blend of people, places, and content that goes far beyond a workshop. EMIL-SCS offers a life-enhancing opportunity to spend time with others who, like you, seek to define the future of supply chain logistics. You will do exactly that, across four continents, working in teams to resolve real-world issues. The friendships you build will last a lifetime.

Governors State University • www.govst.edu/mbasupply

Thinking about an advanced degree? Consider Governors State University's online MBA in Supply Chain Management. Rapid changes in our economy, technology, and globalization heighten the importance of supply chain management within an organization. As a SCM MBA graduate of Governors State, you'll possess a strong business foundation and the essential knowledge of supply chain issues facing today's businesses. Our 17-month online program is designed for working professionals in an interactive cohort format. We offer dedicated full-time faculty and are ACBSP accredited. For more information, email: bpainfo@govst.edu.



North Dakota State University • www.ndsu.edu/dce

North Dakota State University is a student-focused, land-grant, research university with more than 14,000 students from 47 states and more than 80 countries, creating a diverse student population. Programs are academically rigorous, but more than 80 percent of our classes have 40 or fewer students, creating an immersive learning environment in which our faculty are committed to student success. The campus offers excellent facilities for living, learning, and making lifelong connections.

Syracuse University, Whitman School of Management • whitman.syr.edu

The Whitman School of Management at Syracuse University, a nationally recognized leader in logistics and supply chain education and research since 1920, offers the oldest such program in the country. Whitman supply chain graduates gain professional experience as students and enjoy a strong alumni network. For practitioners, we offer a talented intern/employee pool, and events to renew and update your skills. We also offer BS, MBA, MS, PhD, and executive programs in supply chain, as well as electives in Whitman's highly-regarded distance-learning MBA option.





University of Alaska Anchorage • logistics.alaska.edu

The Department of Logistics at the University of Alaska Anchorage offers a Master of Science in Global Supply Chain Management (30 credits, 20 months, emphasis on strategy, leadership, knowledge management, and international business practices). Also offered are: a BBA in Global Logistics and Supply Chain Management (4 years); an Associate of Applied Science in Logistics and Supply Chain Operations (2 years); and a Certificate in Logistics and Supply Chain Operations (1 year).

University of Arkansas-Supply Chain Management Research Center • scmr.uark.edu

The Supply Chain Management Research Center (SCMRC) at the University of Arkansas will link you to an array of education options including undergraduate, graduate, and doctoral logistics programs within the Sam M. Walton College of Business. Upcoming conference information and executive education classes for order forecasting and replenishment are available at the SCMRC web site. The News and Events section identifies current events at one of America's top 25 public research universities.



University of Denver, Intermodal Transportation Institute www.du.edu/transportation

The ITI (Intermodal Transportation Institute) Executive Masters Program at the University of Denver offers a rigorous curriculum and hands-on approach for developing advanced management skills for working professionals in the transportation, supply chain, and logistics industries. This is an 18-month program with five one-week Denver residencies and a travel seminar to an international location in Europe or Asia. Applications are being accepted for classes beginning in September 2012.

Wright State University • www.wright.edu/business/grad/lscm

The Master of Science in Logistics and Supply Chain Management will provide you with a graduate degree that will develop your ability to apply best practices and add financial value to your organization through a capstone supply chain transformation project. This one-year program combines online instruction with five residency weekends. The curriculum features case studies, simulations, webinars, talks by industry executives, tours of leading companies, and interactive online learning. Details can be found at www.wright.edu/business/grad/lscm.



IN THIS SECTION:

Fleet Mgmt. – Forwarders/Brokers

WEB_CITE CITY

www.inboundlogistics.com/web_cite

FLEET MANAGEMENT



Cheetah Software Systems • www.cheetah.com

Cheetah Software Systems provides dynamic, intelligent wireless solutions to automate and optimize delivery route planning, pickup assignment, dispatch, and customer service. Providing unparalleled access to information, Cheetah solutions increase productivity and profitability for carriers of any size with minimal upfront costs. Cheetah's private fleet and LTL customers utilize GPS-enabled phones and PDAs to schedule, route, and track drivers and shipments. Today, Cheetah streamlines business and home delivery transactions for hundreds of firms across North America.

FORECASTING

John Galt Solutions • www.johngalt.com

As a recognized leader in the forecast and collaborative planning market, John Galt Solutions provides accurate business forecasting, automated demand planning and real-time web collaboration. Our unique supply chain management software solutions result in success for our customers as they are able to maximize profits and optimize the value of their processes. John Galt's customers continually reduce costs, save time, build better customer and vendor relationships, and stay competitive by empowering the entire supply chain with our innovative software and services. Every day, over 5,000 customers around the world utilize John Galt's products to leverage IT investments, integrate and evolve business processes, and effectively manage and predict demand.



FREIGHT FORWARDERS/BROKERS



A.N. Deringer, Inc. • www.anderinger.com

Are you trying to lower your international transportation costs? Deringer can arrange and manage the consolidation, deconsolidation, and distribution of your freight throughout its journey by any mode of transportation, regardless of origin or destination. We have been facilitating the movement of goods throughout the world since 1919. As a licensed freight forwarder, NVOCC, and customs broker, Deringer can ensure your shipments reach their destination on time and in compliance.

Geodis Wilson • www.geodiswilson.com

With 5,500 people and a global network, Geodis Wilson is one of the world's largest freight management companies, serving customers with integrated supply chain solutions that deliver cargo by sea and air. The company's expertise, value-added services, and e-services enable you to streamline the flow of goods. We also make your supply chain more transparent and easier to manage. A self-reliant network of offices, and air and ocean hubs in more than 50 countries, ensures that your cargo flows efficiently and consistently across the world.



FREIGHT PAYMENT/AUDIT SERVICES



COGISTICS • www.cogistics.com

COGISTICS is the choice for reducing your transportation spend. We have spent the last two decades listening to our customers and building solutions designed to help them beat their objectives. Whether it is building a Transportation Data Warehouse, creating a state-of-the-art Business Intelligence Tool, or collaborating with our customers to effectively and efficiently manage their transportation, customer satisfaction is our priority. The COGISTICS Freight Bill Pre-audit and Payment system can be integrated into customer-specific processes. Additionally, we offer a Supply Chain Transportation Management program created collaboratively, meeting your specific requirements utilizing our TMS...or yours. Call to learn more: 863-647-9389, ask for Jeff.

Trans Audit Inc. • www.transaudit.com

Trans Audit, a global leader in the cost recovery and reduction industry, has performed transportation post audits and contract reviews for hundreds of Fortune and Global 1000 corporations. Trans Audit has the expertise to granularly examine all modes of transportation expense and produce superior results. Combine our unsurpassed capabilities with a non-intrusive methodology and a contingency fee structure, where we share only in the results we produce – and the value received increases exponentially.



TransportGistics • www.transportgistics.com

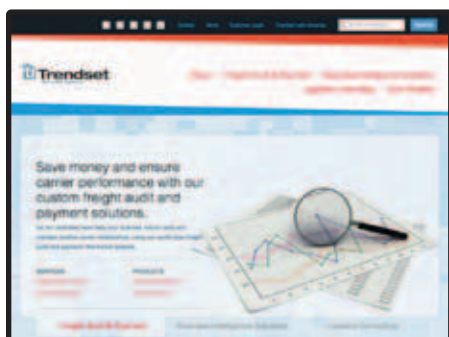
TransportGistics is a global, multi-product and services company that provides market-leading, simple, incremental solutions for transportation management and logistics functions within the supply chain. Our Web-based solutions enable our customers to source, procure, and execute transportation services; enable collaboration; reduce costs; improve processes; identify hidden costs of transportation; improve vendor compliance routing guides; improve Supplier Relationship Management; monitor vendor performance; improve shipment visibility; generate automatic, status-driven alerts; and monitor carrier performance with respect to time in transit, service failure, and billing.

TranzAct Technologies, Inc. • www.tranzact.com

TranzAct Technologies, Inc. helps shippers reduce their transportation spend while providing the tools necessary to remain in control and focus on business development, not task management. You can make better business decisions on an ongoing basis with our solutions, which include accurate and timely freight audit and payment; flexible, Web-based reporting and TMS applications; and carrier contract negotiation and consulting that deliver sustainable results.



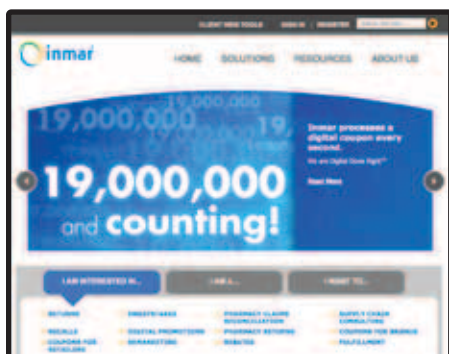
IN THIS SECTION:

Freight Payment/Audit • Fulfillment**Trendset Information Systems • www.trendset.com**

Trendset Information Systems is an industry leading provider of global freight audit and payment, logistics consulting (including TMS and other consulting services), and true business discovery applications to the global logistics and transportation industries. In business since 1984, and with offices in North America, Latin America, and Europe, Trendset is positioned as a true global player with solutions that are both flexible and scalable.

FULFILLMENT**a2b Fulfillment, Inc. • www.a2bfulfillment.com**

Free storage and a same-day shipping guarantee have made a2b Fulfillment famous. a2b is an innovative and progressive 3PL provider of distribution support services to both retail and consumer direct. Services include warehousing, order fulfillment, Canadian fulfillment, order and continuity management, discounted shipping, logistics, contact center and value-add services, as well as our innovative "Returns to Profit" program. We leverage low-cost structure, state-of-the art distribution systems, modern and expansive warehouse facilities, carrier relationships, and overall logistics expertise to deliver best-of-breed service to customers.

**Inmar • www.inmar.com**

Inmar operates collaborative commerce networks and makes them intelligent. Retail, healthcare, and manufacturing clients choose Inmar's networks to simplify and securely manage their complex transactions with trading partners so they can focus on their core business.

New Breed • www.newbreed.com

New Breed provides e-fulfillment networks that integrate your Web site to an intelligent fulfillment infrastructure, including a contact center and distribution centers. We can help you reduce costs and improve reliability of your fulfillment operations with real-time inventory and order statuses, electronic integration into parcel tracking with all leading carriers, intelligent sourcing from multiple locations, and order fulfillment to engineered labor standards. We also provide returned goods management including inspections, repairs, and restocking.





Strategically located in Philadelphia, Pa., minutes from major ports and interstates, Warehouse America's 200,000-square-foot facility gives you a distribution advantage. From custom inventory management, EDI, and order fulfillment to unparalleled warehousing services, including loading, unloading, and transloading; LTL or TL shipping; long- and short-term storage; and same-day order processing, Warehouse America offers everything you need from a third-party logistics partner.

AIT Worldwide Logistics • www.aitworldwide.com

As an industry-leading global transportation and logistics provider committed to valuing our co-workers, partners, and communities for more than 30 years, AIT Worldwide Logistics designs tailored multi-modal solutions for the unique delivery requirements of customers across the globe. AIT's 40 global locations and extensive international partner network provide flexible, cost-effective and value-added supply chain services to vertical markets including perishables, life sciences, retail logistics, and home delivery.



Associated Global Systems • www.agssystem.com

Associated Global Systems (AGS) is a leading provider of world-class transportation, logistics, and supply chain solutions on a global basis. Established in 1958, AGS provides a complete menu of time-definite domestic and international services, with coverage from more than 125 cities in the United States and a network spanning 196 countries. Our comprehensive technologies include myAGS.com (InfoNet), myAGSInventory.com (Supply Chain), and Quick Quote.

Panther Expedited Services, Inc. • www.pantherexpedite.com

As an international forwarder and NVOCC, Panther offers comprehensive door-to-door logistics solutions to and from anywhere in the world. With the largest ground, air, and ocean network in the industry, Panther offers customers unparalleled access and buying power. From 250,000 pounds in the air to less than containerload (LCL) on the ocean, turn to Panther for handling your most critical freight. With one call to us at 800-685-0657, you will open the door to lower costs and a broader set of solutions.



IN THIS SECTION:

Global Logistics



Pilot Freight Services • www.pilotdelivers.com

Pilot Freight Services is a full-service transportation and logistics company with more than 75 locations throughout North America, and a worldwide network of overseas agents offering global coverage in more than 190 countries. As your transportation and logistics experts, we equip you with everything you need to move your cargo, delivering your shipments by air, land, and sea, anywhere in the world. To learn more, contact our 24/7 Customer Service Center at 1-800-HI-PILOT.

Ryder • www.ryderscs.com

Ryder Supply Chain Solutions is an end-to-end supply chain partner with nearly 80 years of experience helping customers in North America, the UK, and Asia transform their supply chains by delivering the best in operational execution. Ryder provides a full range of services, from optimizing day-to-day logistics operations to synchronizing the supply of parts and finished goods with customer demand. At Ryder, we understand that when it comes to logistics, Execution is Everything.



Service By Air, Inc. (SBA) • www.servicebyair.com

With terminals across the United States, partner offices in every country and major city worldwide, and an affiliate customs broker and ocean division (SBA Consolidators, Inc.), SBA is ready to fulfill all of your shipping and logistics needs. Our award-winning Web site, servicebyair.com, is easy to navigate and filled with useful information to help make your shipping experience as smooth as possible.

UniGroup Worldwide Logistics • www.ugwwlogistics.com

UniGroup Worldwide Logistics is a global supply chain solution provider based on a network of 1,300 service centers in 146 countries. It provides tailored supply chain solutions including transportation, specialized transportation, project management, distribution, and IT relocations. Headquartered in suburban St. Louis, UniGroup Worldwide Logistics is part of the UniGroup family of companies, which includes United Van Lines, Mayflower Transit, and UniGroup Worldwide UTS. Learn more about UniGroup Worldwide Logistics at our Web site.





Werner Enterprises, Inc. • www.werner.com

Werner Enterprises, Inc. was founded in 1956 and is a premier transportation and logistics company, with coverage throughout North America, Asia, Europe, South America, Africa, and Australia. Werner maintains its global headquarters in Omaha, Neb., and maintains offices in the United States, Canada, Mexico, China, and Australia. Werner is among the five largest truckload carriers in the United States, with a diversified portfolio of transportation services that includes dedicated; medium to long-haul, regional, and local van; expedited; temperature-controlled; and flatbed services. Werner's Value Added Services portfolio includes freight management, truck brokerage, intermodal, and international services. International services are provided through Werner's domestic and global subsidiary companies and include ocean, air, and ground transportation; freight forwarding; and customs brokerage.

JOB BOARDS

JobsInLogistics.com • www.jobsinlogistics.com

JobsInLogistics.com is the largest and undisputed #1 online job board that specializes in logistics, manufacturing, supply chain, transportation, purchasing, freight forwarding, distribution, warehousing, 3PL, and materials management. Winner of the Weddle's Awards for "Best Online Job Board," JobsInLogistics.com has nearly 30,000 registered employers and recruiters. More than 550,000 logistics professionals have posted their resumes on JobsInLogistics.com, ranging from hourly warehouse associates to supply chain vice presidents.



LOGISTICS IT



Aljex Software, Inc. • www.aljex.com

Aljex has amazingly innovative Web-based software for carriers and freight brokers. If you see a demo of our software, you will want it. Why? You will see how Aljex can easily double the number of shipments you can handle. It's so easy to learn that we include unlimited training and support. With Aljex, there is no long, painful switchover. In 24 hours, we can have you trained, linked into the load boards, have your logo on your forms, your users set up, your carriers and customers imported, and ready to work.

Amber Road • www.amberroad.com

Amber Road is the world's leading provider of on-demand Global Trade Management (GTM) solutions. By helping organizations plan, execute, and track global shipments, Amber Road enables goods to flow unimpeded across international borders in the most efficient, compliant, and profitable way. Our solutions automate import and export processes; provide order and shipment-level visibility; calculate duties, taxes, and fees; administer preferential trade programs; ensure regulatory compliance; and simplify the transportation of goods across international borders.



IN THIS SECTION: **Logistics IT**

WEB_CITE CITY

www.inboundlogistics.com/web_cite



C3 Solutions • www.c3solutions.com

C3 Solutions is a supply chain execution company specializing in yard management and dock scheduling. C3's *Yard Smart* product integrates into warehouse and transportation management systems, allowing for constant inventory visibility and optimized trailer movements that correspond to the business's needs. C3's dock scheduling system, *C3 Reservations*, is a Software-as-a-Service (SaaS) offering that allows operations of all sizes to optimally plan the arrival and departure of vehicles to and from their site.

Cardinal Hosted Logistics • www.cardinalhostedlogistics.com

Cardinal Hosted Logistics™, a division of Cardinal Logistics Management Corporation, provides integrated technology solutions customized for each client. Created with real operations in mind, our user-friendly and flexible suite of solutions allows customers to select the applications most important to their businesses. Cardinal Hosted Logistics' offerings include: fleet, warehouse and order management solutions; integrated voice technologies; routing and scheduling; and handhelds with status updates, signature capture, scanning capabilities, and more. Visit us at www.cardinalhostedlogistics.com



CargoSmart • www.cargosmart.com

CargoSmart is a Software-as-a-Service (SaaS) global shipping and logistics solutions provider that enables shippers, consignees, and logistics service providers to lower transportation management costs, streamline operations, and reduce the risk of late shipments. Award-winning applications include visibility, documentation, carrier contract management, compliance, and process management solutions. Visit CargoSmart's Web site to download product information sheets and request a demo.

Cass Information Systems, Inc. • www.cassinfo.com

Cass is the nation's oldest and largest provider of freight bill payment, audit, and rating services. We offer a wide array of services for processing and paying freight bills, as well as our industry-leading Internet reporting service, CassPort. In business since 1906 and providing freight payment services since 1956, Cass continues to offer stability, security, and expertise in the freight audit, payment, and information market.





Catapult International • www.gocatapult.com

Who is my best option from Point A to Point B? How do I keep my rates up to date? Catapult International provides ocean/air rate optimization and surcharge maintenance (contract management) through its Catapult QMS Web-based software. It also provides freight tender systems, global pricing tools, API feeds, international freight calculators, and more. Visit www.gocatapult.com today.

Cheetah Software Systems Inc. • www.cheetah.com

Cheetah Software Systems Inc. provides dynamic, intelligent, wireless solutions for automating and optimizing pickup, delivery, dispatch, and customer service. Fully scalable and Web-based, Cheetah solutions increase productivity and profitability for carriers of any size with minimal up-front costs. Cheetah's private fleet and LTL customers utilize GPS-enabled phones and PDAs to schedule, route, and track drivers and shipments.



ClearTrack Information Network • www.cleartrackcom/wcc.html

ClearTrack is the leading provider to the retail industry of global end-to-end supply chain visibility and Supply Chain Event Management (SCEM) technology. ClearTrack offers a hosted, online supply chain event management service electronically connecting silos of information with all trading partners while offering users access via an easy-to-use tracking, reporting, and alert notification tool.

Core Partners • www.coreims.com

CoreIMS addresses a comprehensive set of warehouse/inventory management needs – from inventory initialization through order processing across multiple warehouses. Site, location, and status information tracked by CoreIMS provides the level of detail required to manage the warehouse efficiently and effectively. In short, CoreIMS is an easy-to-use, full-featured, flexible Web-based Inventory Management System adaptable to a wide range of applications in business and industry. As a Web-based solution, CoreIMS is the application of choice for companies with distributed operations where inventory tasks are accomplished via a browser.



IN THIS SECTION:
Logistics IT

WEB_CITE CITY

www.inboundlogistics.com/web_cite



CT Logistics • www.ctlogistics.com

CT Logistics can help you save money, no matter your company's size. For small and medium-sized shippers, CT Logistics offers its TranSaver shipper cooperative buying program. Larger shippers can simplify their freight spending with CT Logistics' exclusive FreightRater freight bill rating and processing system. And businesses of all sizes can benefit from AuditPay freight payment services. Add to these offerings a wealth of online collaboration and reporting tools, and it's easy to see why shippers have trusted CT Logistics with their freight payment needs for more than 86 years.

CTSI-Global • www.ctsi-global.com

For more than 57 years, CTSI-Global has been a valuable resource to companies by providing the technology and industry expertise to help them manage all aspects of their supply chain – physical, informational, and financial – through transportation management systems (TMS), freight audit and payment, business intelligence tools, and global consulting. The end results are improved shipping efficiencies, greater control, and significant ongoing savings. CTSI-Global is your link to supply chain solutions.



Data2Logistics • www.data2logistics.com

Data2Logistics provides the business intelligence you need to reduce transportation expense by 7 percent to 15 percent, and improve control for your freight and parcel shipments. For more than four decades, clients have relied on Data2Logistics to provide accurate pre-audit, post-audit, freight cost allocation, and robust global information. These services are provided as part of our worldwide freight bill payment capabilities. We process bills for all modes of transportation, including less-than-truckload, truckload, air, ocean, and parcel. We are a recognized source for actionable information, not just access to data. Data2Logistics has the experienced staff and global presence to service your locations in North America and around the world.

eShipGlobal • www.eshipglobal.com

eShipGlobal is an on-demand Transportation Management Solutions (TMS) provider, offering complete and customizable TMS solutions to manage clients' transportation functions – from sourcing, shipment execution, and visibility to freight audit and payment settlement. Our customers can reduce their freight spend with our solution tailored to their business needs. eShipGlobal's Web-based shipping solution delivers these benefits on desktops, warehouses, and mailrooms of leading companies around the world. The solution focuses on freight management, inbound shipments, and export control custom documentation that provides a solution and service offering like no other in the industry.





Freightgate • www.freightgate.com

Freightgate is the leader in logistics and supply chain cloud computing, offering importers, exporters, and logistics providers innovation with bottom-line sustainability to help manage best practices and cost control in your supply chain. The adaptive Freightgate Universe encompasses ISO9001:2008-certified end-to-end Transportation Spend Management solutions with procurement, optimization, carbon initiatives, dynamic multi-leg routing, capacity management, booking, visibility, metrics, compliance, audit, and payment. Enable real-time collaboration between global vendors, logistics providers, and your offices.

IES • www.iesltd.com

IES offers one seamless logistics software solution scalable to any size operation. Eliminate repeated data entry by dynamically flowing data throughout the entire transportation process. IES is the only company to offer a complete software solution for 3PLs, with modules including Customs Brokerage, NVOCC, WMS, PO Management, and more. In addition, IES offers compliance tools such as AES, Ocean and Air AMS, DPS Screening, and ISF filing. IES products are operated in over 70 countries with thousands of users and millions of daily transactions.



Magaya Corporation • www.magaya.com

Magaya logistics software is designed specifically for freight forwarders, NVOCCs, logistics providers, warehousing and distribution centers, importers, exporters, and others in the logistics industry. Our software is a complete package that integrates logistics, communication, and accounting features built on the award-winning Magaya Network. Companies can exchange documents for shipping, and more, with their customers and agents worldwide via the Network and give them real-time tracking.

MagicLogic Optimization • www.magiclogic.com

MagicLogic's Cube-IQ software represents the state-of-the-art in load planning software. It is built around the best loading engine on the market and will give you optimal volume/weight utilization. Cube-IQ comes with its own database, data import/export, 3D load diagrams, and reporting. MagicLogic also offers the Cube-IQ BlackBox for integration into other software and Web sites. All versions have built-in modes of operation for container, truck, rail car, and ULD loading, palletization, and cartonization.



IN THIS SECTION:
Logistics IT

WEB_CITE CITY

www.inboundlogistics.com/web_cite



New Breed • www.newbreed.com

New Breed provides application hosting and information services that power supply chain networks. Our Internet-based solutions enable our clients to integrate operating facilities, Web sites, customers, suppliers, carriers, and existing systems to streamline and optimize their network. Collaborating with the best technology providers in the world, we offer application-hosting services utilizing a configurable, pre-integrated technology infrastructure that supports supply chain networks from end to end.

nVision Global Technology Solutions • www.nvisionglobal.com

nVision Global Technology Solutions, Inc. is a leading international freight audit, payment, and logistics management solutions provider. With locations in North America, Europe, and Asia, our staff is fluent in over 25 languages, and processes and pays freight invoices from over 190 countries worldwide.

Over the years, our customers have come to rely on our prompt, accurate Sarbanes-Oxley-compliant freight payment services, as well as our leading-edge information management analytical tools including global mapping, graphing, benchmarking, modeling, and network optimization analysis to help them manage their overall supply chain costs.



Pilot Freight Services • www.pilotdelivers.com

Pilot Freight Services is a full-service transportation and logistics company with more than 75 locations throughout North America, and a worldwide network of overseas agents offering global coverage in more than 190 countries. As your transportation and logistics experts, we equip you with everything you need to move your cargo, delivering your shipments by air, land, and sea, anywhere in the world. To learn more, contact our 24/7 Customer Service Center at 1-800-HI-PILOT.

Position Logic • www.positionlogic.com

Position Logic is a leading B2B GPS tracking platform software and location-based services provider. We're proud of our mapping integration, our industry-best geofencing features, our extensive GPS device integration, and our amazing customer service. Call 866-676-2372 today or visit us at www.positionlogic.com to see all of the amazing features built into the Position Logic GPS tracking platform.





SmartFreightWare • www.smartfreightware.com

SmartFreightWare® is the unique culmination of shipping experts and IT professionals. Together, we bring relevant solutions to our clients' businesses that are flexible, scalable, and cost-effective. If you feel like you're paying too much for transportation, and you spend too much of your valuable time doing administrative tasks, SmartFreightWare has the solution.

TransportGistics • www.transportgistics.com

TransportGistics is a global, multi-product and services company that provides market-leading, simple, incremental solutions for transportation management and logistics functions within the supply chain. Our Web-based solutions enable our customers to source, procure, and execute transportation services; enable collaboration; reduce costs; improve processes; identify hidden costs of transportation; improve vendor compliance routing guides; improve Supplier Relationship Management; monitor vendor performance; improve shipment visibility; generate automatic, status-driven alerts; and monitor carrier performance with respect to time in transit, service failure, and billing.



MOISTURE & TEMPERATURE CONTROL



Multisorb Technologies • www.multisorb.com

TranSorb® Sorbent Packs are designed for use in freight containers and warehouse storage to protect products against moisture damage. The sorbent packs absorb large quantities of moisture to safeguard items such as machinery, canned goods, and steel products against rust and corrosion. TranSorb® can also prevent mold and mildew contamination found on food packages. The patented TranSorb® product absorbs "container rain" and/or "cargo sweat" that occurs when freight is being stored or shipped. TranSorb® is available in single packs, strip format, in nets, or with adhesive backing.

OCEAN/INTERMODAL

TransWorks • www.trnswrks.com

TransWorks offers fully integrated TMS/Supply Chain Execution solutions that enhance and automate transportation processes. Without the requirement for capital investment, we offer customers an affordable way to manage transportation costs by allowing them to utilize the best transportation execution tools. TransWorks has consistently automated processes that enable our customers to communicate more effectively with vendors and customers. We accomplish this by leveraging technology that seamlessly integrates into our customers' business processes.



IN THIS SECTION:

Ocean/Intermodal – Ports



XpressRate.com • www.xpressrate.com

Get international shipping quotes online, and fast. XpressRate is totally free. Just pay for the shipments you book. We work with some of the largest international shipping companies to bring you multiple rates from multiple providers. The power of choice is in your hands.

PALLETS

PECO Pallet • www.pecopallet.com

PECO Pallet is a North American leader in pallet rental services with an outstanding reputation for quality, service, and sustainability. Leading consumer goods manufacturers utilize PECO's sturdy red wood block pallets to ship to over 95 percent of the top U.S. grocery and warehouse retailers. PECO Pallet maintains over 427 service centers and manufacturing plants throughout the US, Mexico, and Canada. For more information, visit www.pecopallet.com



PORTS



Port of Stockton • www.portofstockton.com

Introducing Stockton Quotes PORTal – which provides non-containerized cargo with one-stop, online transportation services quotes. This is a convenient, single location online where you can request quotes for various transportation services related to your shipment. The Port of Stockton has developed this rate system as a valued-added service for shippers who import and export non-containerized cargo. Get started today! Go to: www.portofstockton.com. Click on Tariffs/Rate Quote, then click on Rate Quote, and register. One Port – One Stop – All Your Rate Answers.

Virginia Port Authority • www.portofvirginia.com

Virginia's strategic mid-Atlantic location and unparalleled transportation infrastructure offer steamship lines and shippers unbeatable access to two-thirds of the U.S. population with more than 75 international shipping lines and one of the most frequent direct sailing schedules of any port. The bottom line is in the numbers: The Port of Virginia transports more intermodal containers to more cities faster and more efficiently than any other U.S. port. As the largest intermodal facility on the U.S. East Coast, Virginia offers six direct-service trains to 28 major cities each day. More than 50 motor carrier companies offer full freight handling and load consolidation services. A modern network of interstate and local highways permits fast, direct inland motor freight transportation to any point in the United States.



RAIL/INTERMODAL



Railinc Corporation • www.railinc.com

Railinc is a leading provider of rail data, IT, and information services to the North American freight rail industry. Our Umler™ and RailSight™ products support critical business processes, and provide data and business intelligence that helps railroads, rail equipment owners, their customers and business partners increase productivity and keep their businesses moving. Railinc is the largest single source for real-time, accurate, interline rail data and rail shipment status information.

Union Pacific Corporation • www.up.com

Union Pacific Corporation operates North America's premier railroad franchise, covering 23 states in the western two-thirds of the country by rail. Emphasizing customer service, Union Pacific provides freight solutions and logistics expertise to the global supply chain. For 150 years, it has continued to serve many of the fastest-growing U.S. population centers. Union Pacific operates competitive routes from all major West Coast and Gulf Coast ports to eastern gateways, connects with Canada's rail systems and is the only railroad serving all six major Mexico gateways.



RAPID RESPONSE LOGISTICS



New Breed • www.newbreed.com

New Breed's service parts management solution enables rapid delivery of critical parts. We have been managing large, complex service parts management solutions since 1980. We have the existing parts depot network, processes, and systems to quickly implement cost-saving solutions. New Breed provides service parts management in the medical equipment, electronics, and aerospace industries.

REAL ESTATE

Mericle Commercial Real Estate Services • www.mericle.com

Mericle Commercial Real Estate Services is the largest private developer of industrial space along Pennsylvania's I-81 Corridor. Mericle owns and manages more than 10 million square feet in northeast Pennsylvania and has more than two million square feet of tax-free logistics space available with 30-foot-plus ceilings, energy-efficient lighting, ESFR fire protection, abundant on-site trailer storage, and immediate interstate access. See www.mericle.com.



IN THIS SECTION:

Recruiting • Reverse Logistics

RECRUITING



Ambiance Personnel • www.ambiancepersonnel.com

Ambiance Personnel has been in business for 25 years, comprehensively servicing executive search, permanent placement, and temporary staffing positions exclusively for the international trade, transportation, and logistics industry. Our senior recruiter consultants have many years of extensive, industry-specific experience and knowledge. This expertise and insight give our recruiters the unique advantage and exceptional ability to seek out and identify the finest talent available for all positions within your industry. Ambiance welcomes the opportunity to demonstrate the quality of our recruiting services.

Franzetta & Associates, Inc. • www.franzetta.com

Franzetta & Associates, Inc. is an all-encompassing supply chain consulting firm. One of the services we provide for our clients is specialty-focused recruiting. Through the years, our impressive list of clients includes Fortune Top 10 as well as mid-market and small firms. We know the business and understand your needs. We have access to many top-notch logisticians, and will be able to more than accommodate your requirements. We nurture close relationships with our clients and recruits to ensure success for both.

E-mail: resumes@franzetta.com or call 814-466-9010.



REVERSE LOGISTICS



a2b Fulfillment, Inc. • www.a2bfulfillment.com

Free storage and a same-day shipping guarantee have made a2b Fulfillment famous. a2b is an innovative and progressive 3PL provider of distribution support services to both retail and consumer direct. Services include warehousing, order fulfillment, Canadian fulfillment, order and continuity management, discounted shipping, logistics, contact center and value-add services, as well as our innovative "Returns to Profit" program. We leverage low-cost structure, state-of-the art distribution systems, modern and expansive warehouse facilities, carrier relationships, and overall logistics expertise to deliver best-of-breed service to customers.

Inmar • www.inmar.com

Inmar operates collaborative commerce networks and makes them intelligent. Retail, healthcare, and manufacturing clients choose Inmar's networks to simplify and securely manage their complex transactions with trading partners so they can focus on their core business.





New Breed • www.newbreed.com

Reverse logistics is a complex, often overlooked, function that can eat into company profits in a hurry. New Breed drives reverse logistics efficiency through proven process disciplines and information systems that automate the disposition of returned goods. New Breed excels at reverse logistics processes that involve inspection, repair, and remanufacturing. Experience includes B2B and consumer returns. Clients of New Breed reverse logistics, and repair and refurbishment services include Boeing, Verizon Wireless, Siemens Medical Solutions, Avaya, and Sony Electronics.

SECURITY: CARGO/FREIGHT & SUPPLY CHAIN

Aankhen Inc. • www.aankhen.com

Aankhen Inc.'s SeeTrak SaaS platform delivers industry's most advanced supply chain visibility, security, and environmental monitoring of assets supporting multiple GPS/RFID/GPRS devices and deviceless monitoring using OCR technologies. Use the right hardware without vendor lock-ins to address your problem with a single, scalable, and flexible platform. Secure your supply chain assets anywhere in the world or monitor the safety of your employees. The solution is easy to use and easy to deploy at the lowest total cost in the industry, making it affordable in emerging countries. The automated and accurate data captured by SeeTrak enables new supply chain functionality not possible before. SeeTrak leverages your investments in security to gain immediate supply chain benefits, and reduce costs and uncertainty.



TrakLok Corporation • www.traklok.com

TrakLok creates value for its clients while reducing their risk and avoiding liability. Contact us and let us show you how to reduce your exposure and increase your per shipment margins. Combating container and cargo theft is a huge challenge to companies around the world. With the TrakLok solution, only the right person at the right place and at the right time can access your container. The GeoLok® provides real, physical security and global visibility in a single, integrated, easy-to-install package. TrakLok utilizes several wide-area networks to ensure alerts and alarms are sent anywhere in the world. Shipments can be tracked through a web-accessible information technology-based global tracking system to provide real-time visibility and status of your cargo.

SMARTWAY

Mallory Alexander International Logistics • www.mallorygroup.com

Mallory Alexander International Logistics is a leading third-party logistics (3PL) provider. As a specialist in global logistics and supply chain services, Mallory Alexander acts as a single source for all logistics and supply chain needs. Specifically, Mallory Alexander provides public and contract warehousing, freight forwarding (international, domestic, air and ocean), customs brokerage, import/export services, intermodal trucking and transportation, logistics services, and consulting.



IN THIS SECTION:

SC Execution • SC Mgmt./Optimization

SUPPLY CHAIN EXECUTION



TransWorks • www.trnswrks.com

TransWorks offers fully integrated TMS/Supply Chain Execution solutions that enhance and automate transportation processes. Without the requirement for capital investment, we offer customers an affordable way to manage transportation costs by allowing them to utilize the best transportation execution tools. TransWorks has consistently automated processes that enable our customers to communicate more effectively with vendors and customers. We accomplish this by leveraging technology that seamlessly integrates into our customers' business processes.

SUPPLY CHAIN MGMT / OPTIMIZATION

ClearTrack Information Network • www.cleartrackcom/wcc.html

ClearTrack is the leading provider to the retail industry of global end-to-end supply chain visibility and Supply Chain Event Management (SCEM) technology. ClearTrack offers a hosted, online supply chain event management service electronically connecting silos of information with all trading partners while offering users access via an easy-to-use tracking, reporting, and alert notification tool.



INSIGHT, Inc. • www.insightoutsmart.com

INSIGHT is the leading provider of supply chain planning solutions for the world's foremost companies, including Exxon/Mobil, PepsiCo, P&G, Pfizer, and over 40 percent of the Fortune 50. Our products are designed specifically to meet the challenges companies face in the age of dynamic business, from cutting costs in supply chain networks to improving strategic and tactical decisions. Globalization, growth through acquisition, and simply streamlining operations are just a few of the fundamental business challenges INSIGHT addresses.

New Breed • www.newbreed.com

In logistics management, simpler is usually better. Fewer, more automated steps cut time and costs out of your supply chain. But getting to simple takes work. Our experienced professionals work closely with your team to understand your process flows – either across the supply chain or within specific operations – using the most sophisticated analysis tools available, including the full i2™ and Logility™ suites.



TEMPORARY STAFFING



Ambiance Personnel • www.ambiancepersonnel.com

Ambiance Personnel has been in business for 25 years, comprehensively servicing executive search, permanent placement, and temporary staffing positions exclusively for the international trade, transportation, and logistics industry. Our senior recruiter consultants have many years of extensive, industry-specific experience and knowledge. This expertise and insight give our recruiters the unique advantage and exceptional ability to seek out and identify the finest talent available for all positions within your industry. Ambiance welcomes the opportunity to demonstrate the quality of our recruiting services.

TMS

Aljex Software Inc. • www.aljex.com

Aljex has amazingly innovative Web-based software for carriers and freight brokers. If you see a demo of our software, you will want it. Why? You will see how Aljex can easily double the number of shipments you can handle. It's so easy to learn that we include unlimited training and support. With Aljex, there is no long, painful switchover. In 24 hours, we can have you trained, linked into the load boards, have your logo on your forms, your users set up, your carriers and customers imported, and ready to work.



ChemLogix, LLC • www.chemlogix.com

ChemLogix, LLC is the leading provider of comprehensive chemical industry logistics management outsourcing and technology services that, together with its supply chain consulting resources, enable its clients to improve performance and drive economic value. ChemLogix is dedicated to solving its customers' most vital logistics challenges by leveraging chemical industry expertise; best-of-breed technology; and a personalized, high-touch approach to deliver measurable, sustainable value. For more information, visit www.chemlogix.com or email information@chemlogix.com.

McLeod Software • www.mcleodsoftware.com

McLeod Software is the leader when it comes to transportation management solutions, including our comprehensive Freight Management Solutions (FMS) for shippers. We deliver powerful bidding/procurement, carrier realignment, order consolidation/load optimization, load execution, and spot market capabilities all in one solution. McLeod's FMS reduces freight costs and freight spend, and strengthens the carrier relationship. McLeod Software is dedicated to providing the best software offerings available to the transportation industry.



IN THIS SECTION:

TMS

**MercuryGate International • www.mercurygate.com**

MercuryGate delivers a multi-modal TMS solution that allows shippers, freight brokers, and third-party logistics providers to plan, execute, track, and settle freight movements. Customers use a single SaaS or self-hosted application to realize savings through consolidated loads, optimized carrier selection, and process improvements. For more information, visit www.mercurygate.com.

Position Logic • www.positionlogic.com

Position Logic is a leading B2B GPS tracking platform software and location-based services provider. We're proud of our mapping integration, our industry-best geofencing features, our extensive GPS device integration, and our amazing customer service. Call 866-676-2372 today or visit us at www.positionlogic.com to see all of the amazing features built into the Position Logic GPS tracking platform.

**TransportGistics • www.transportgistics.com**

TransportGistics is a global, multi-product and services company that provides market-leading, simple, incremental solutions for transportation management and logistics functions within the supply chain. Our Web-based solutions enable our customers to source, procure, and execute transportation services; enable collaboration; reduce costs; improve processes; identify hidden costs of transportation; improve vendor compliance routing guides; improve Supplier Relationship Management; monitor vendor performance; improve shipment visibility; generate automatic, status-driven alerts; and monitor carrier performance with respect to time in transit, service failure, and billing.

**Transwide • go.pickuppage.com/transwide-aboutus**

Transwide offers a complete range of TMS solutions for both shippers and carriers. Transwide TMS for Shippers is modular, on-demand (SaaS) collaboration platform that enables partners in a logistics network to increase transportation performance through optimized planning, execution, visibility, and cost management. With 500+ customers (80,000+ users) in 72 countries across 4 continents, the Transwide solution suite enables shippers to source, plan, execute, settle, and analyze their transportation with maximum cost efficiency.





TransWorks • www.trnswrks.com

TransWorks offers fully integrated TMS/Supply Chain Execution solutions that enhance and automate transportation processes. Without the requirement for capital investment, we offer customers an affordable way to manage transportation costs by allowing them to utilize the best transportation execution tools. TransWorks has consistently automated processes that enable our customers to communicate more effectively with their vendors and customers. We accomplish this by leveraging technology that seamlessly integrates into our customers' business processes.

UltraShipTMS • www.ultrashiptms.com

Offering Software-as-a-Service (SaaS) TMS since 2001, we have been managing supply chains for Fortune 500 and 1000 clients in a variety of industries including retail, manufacturing, food and beverage, and sporting goods.



TRANSPORTATION



H&M Bay Inc. • www.hmbayinc.com

H&M Bay is a premier LTL freight logistics provider of frozen and refrigerated commodity shipments, with seven strategically located LTL consolidation facilities in California, Florida, Indiana, Massachusetts, Maryland, North Carolina, and Washington. H&M Bay's focus on customer satisfaction continues through a host of Web-based services and a computerized dispatch and tracking system that enables customers to access order and delivery status reports. To grow your business with H&M Bay, visit our Web site today.

TRANSPORTATION / FREIGHT MGMT

ChemLogix, LLC • www.chemlogix.com

ChemLogix, LLC is the leading provider of comprehensive chemical industry logistics management outsourcing and technology services that, together with its supply chain consulting resources, enable its clients to improve performance and drive economic value. ChemLogix is dedicated to solving its customers' most vital logistics challenges by leveraging chemical industry expertise; best-of-breed technology; and a personalized, high-touch approach to deliver measurable, sustainable value. For more information, visit www.chemlogix.com or email information@chemlogix.com.



IN THIS SECTION:

Transportation/Freight Management



COGISTICS • www.cogistics.com

COGISTICS is the choice for reducing your Transportation Spend. We have spent the last two decades listening to our customers and building solutions designed to help them beat their objectives. Whether it is building a Transportation Data Warehouse, creating a state-of-the-art Business Intelligence Tool, or collaborating with our customers to effectively and efficiently manage their transportation—customer satisfaction is our priority. The COGISTICS Freight Bill Pre-audit and Payment system can be integrated into customer-specific processes. Additionally, we offer a Supply Chain Transportation Management program created collaboratively, meeting your specific requirements utilizing our TMS...or yours. Call to learn more: 863-647-9389 ask for Jeff.

Geodis Wilson • www.geodiswilson.com

With 5,500 people and a global network, Geodis Wilson is one of the world's largest freight management companies, serving customers with integrated supply chain solutions that deliver cargo by sea and air. The company's expertise, value-added services, and e-services enable you to streamline the flow of goods.

We also make your supply chain more transparent and easier to manage. A self-reliant network of offices, and air and ocean hubs in more than 50 countries, ensures that your cargo flows efficiently and consistently across the world.



New Breed • www.newbreed.com

To meet today's challenges in transportation management, New Breed has invested in world-class technologies and intellectual resources to offer unsurpassed performance levels. Our job is more than optimizing your transportation service levels, our job is helping you outpace your competitors.

TranzAct Technologies, Inc. • www.tranzact.com

TranzAct Technologies, Inc. helps shippers reduce their transportation spend while providing the tools necessary to remain in control and focus on business development, not task management. You can make better business decisions on an ongoing basis with our solutions that include accurate and timely freight audit and payment; flexible, Web-based reporting and TMS applications; and carrier contract negotiation and consulting that deliver sustainable results.



TRUCKING



AAA Cooper Transportation • www.aaacooper.com

AAA Cooper Transportation has been delivering safe, efficient transportation for more than 50 years. With strategically located service centers, we are prepared to give individual attention to your shipping needs. AAA Cooper Transportation is dedicated to the long-term sustainability of the environment and continues to implement processes that will make the world a better place to live for generations to come.

FFE Transportation Services, Inc. • www.ffeinc.com

FFE Transportation strives to be the leader in solutions development and execution in the temperature-controlled LTL and truckload markets. We will leverage our core competencies in refrigerated transportation that have been developed over 60 years across our enterprise to provide our customers with the highest levels of service which represent great value. Every member of the FFE team will work in a collaborative manner to exceed the expectations of our customers. We will always strive to deliver a great customer experience and perform with honesty, integrity, and a sense of urgency to deliver on what we promise. Visit our Web site at www.ffeinc.com.



Jacobson Companies • www.jacobsonco.com

Jacobson Companies is a leading third-party logistics company providing end-to-end supply chain solutions that include warehousing and distribution, contract packaging and manufacturing, freight management, customs brokerage, and international ocean and airfreight forwarding. Jacobson can offer expertise in a wide range of industry verticals including food and beverage, consumer packaged goods, chemicals, healthcare/life sciences, durable goods, consumer electronics, retail, and industrial/automotive. What can we do for you? Contact us at 800-636-6171 or visit our Web site at www.jacobsonco.com.

Panther Expedited Services, Inc. • www.pantherexpedite.com

Panther operates the largest, most diverse exclusive use vehicle (EUV) fleet in North America. Whether you require dry-van, special handling, temperature validation, or flatbed transportation, Panther provides ground solutions that will meet your exact needs. With the industry's best on-time performance, you know your critical freight will arrive safely, securely, and on schedule. With one call to us at 800-685-0657, you will open the door to lower costs and a broader set of solutions.



IN THIS SECTION: Trucking-LTL

WEB_CITE CITY

www.inboundlogistics.com/web_cite

TRUCKING-LTL



A.N. Deringer, Inc. • www.anderinger.com

Deringer offers a full-service ground transportation freight program that provides single-source, door-to-door deliveries to most locations in North America. Deringer's designated trucking service and freight brokerage program provides exceptional customer service, cutting-edge tracking capabilities, competitive rates, and time/labor savings. Utilizing Deringer allows you to focus on driving the bottom line rather than spending time tracking shipments, dispatching, and rate negotiating.

AAA Cooper Transportation • www.aaacooper.com

AAA Cooper Transportation has been delivering safe, efficient transportation for more than 50 years. With strategically located service centers, we are prepared to give individual attention to your shipping needs. AAA Cooper Transportation is dedicated to the long-term sustainability of the environment and continues to implement processes that will make the world a better place to live for generations to come.



New England Motor Freight • www.nemf.com

New England Motor Freight (NEMF) is one of the privately-held Shevell Group of Companies. Its service area covers 12 northeastern and mid-Atlantic states from Maine to Virginia, with service also available to Ohio, the Chicago area, and Puerto Rico. The largest fleet in the Northeast with over 6,000 trucks and trailers, NEMF provides a broad array of supply chain-related services. Through partnerships with leading carriers in other regions, NEMF provides service to the other U.S. states including Alaska, and Canada. NEMF stands out as one of the most financially stable regional carriers in the Northeast. We continually invest in upgrading our terminals, going green initiatives, and modernizing our fleet while maintaining a strong balance sheet. Most importantly, NEMF, with corporate offices in Elizabeth, N.J., is a family-owned, non-Teamster carrier that can commit to a long-term partnership with you. Visit our Web site for details.

PITT OHIO • www.pittohio.com

PITT OHIO is a service organization dedicated to consistently providing high-value transportation and supply chain solutions to our customers. The core values we established in 1979 for our LTL service remain the same today, as the newly named PITT OHIO goes beyond the road and exceeds expectations with our supply chain, ground, and truckload services as well. As an organization, we remain committed to innovating in every area of our company, striving to take it to the next level while helping you to optimize your supply chain.



TRUCKING-TL



A.N. Deringer, Inc. • www.anderinger.com

Deringer offers a full-service ground transportation freight program that provides single-source, door-to-door deliveries to most locations in North America. Deringer's designated trucking service and freight brokerage program provides exceptional customer service, cutting-edge tracking capabilities, competitive rates, and time/labor savings. Utilizing Deringer allows you to focus on driving the bottom line rather than spending time tracking shipments, dispatching, and rate negotiating.

Freightquote.com • www.freightquote.com

You can manage multiple carriers, shipping locations, vendors, customers, and more without spending big money on TMS software. Freightquote.com is the online solution that automates all of your freight transportation management - quoting, dispatching, documentation, tracing, reporting, and more. One simple application manages truckload, intermodal, LTL, air cargo, and international - any mode, any shipment. Visit the Web site or call 800-323-5441.



VENDOR COMPLIANCE



ClearTrack Information Network • www.cleartrackcom/wcc.html

ClearTrack is the leading provider to the retail industry of global end-to-end supply chain visibility and Supply Chain Event Management (SCEM) technology. ClearTrack offers a hosted, online supply chain event management service electronically connecting silos of information with all trading partners while offering users access via an easy-to-use tracking, reporting, and alert notification tool.

TransportGistics • www.transportgistics.com

TransportGistics is a global, multi-product and services company that provides market-leading, simple, incremental solutions for transportation management and logistics functions within the supply chain. Our Web-based solutions enable our customers to source, procure, and execute transportation services; enable collaboration; reduce costs; improve processes; identify hidden costs of transportation; improve vendor compliance routing guides; improve Supplier Relationship Management; monitor vendor performance; improve shipment visibility; generate automatic, status-driven alerts; and monitor carrier performance with respect to time in transit, service failure, and billing.



IN THIS SECTION: **Warehousing**

WEB_CITE CITY

www.inboundlogistics.com/web_cite

WAREHOUSING



A.N. Deringer, Inc. • www.anderinger.com

When you choose warehousing and distribution services from Deringer, you're getting more than 20 distribution centers throughout the United States. We offer a state-of-the-art warehouse management system, which gives you, our client, complete access to your entire inventory. In addition, we provide all the distribution services that importers and exporters may need. We will take the time to design a solution to accommodate your unique materials handling and management needs, down to the smallest detail.

Jacobson Companies • www.jacobsonco.com

Jacobson Companies is a leading third-party logistics company providing end-to-end supply chain solutions that include warehousing and distribution, contract packaging and manufacturing, freight management, customs brokerage, and international ocean and airfreight forwarding. Jacobson can offer expertise in a wide range of industry verticals including food and beverage, consumer packaged goods, chemicals, healthcare/life sciences, durable goods, consumer electronics, retail, and industrial/automotive. What can we do for you? Contact us today at 800-636-6171 or visit our website at www.jacobsonco.com.



LeSaint Logistics • www.lesaint.com

LeSaint Logistics' overall objective is to provide customers with the opportunity to focus on their core business by offering the full range of third-party logistics services: contract warehousing, public warehousing, hazardous materials management, common carriage, dedicated transportation, transportation management, information management, customer call centers, inventory management, and fulfillment. We provide value-added fulfillment services such as pick/pack and ship, repack, labeling, subassembly, kitting, and returns management, to name a few. We're flexible to our customers' requirements, providing them with the option of selecting from our menu of services, and choosing the capabilities that meet their specific needs.

Metro Park Warehouses • www.metroparkwarehouses.com

Metro Park Warehouses is a full-service 3PL offering 2 million square feet in Kansas City of modern food-grade warehousing space, including medical temperature-controlled space, ATF and national pharmaceutical licensed distribution, AIB Superior ratings, and 5 rail facilities, all open to reciprocal switching.

Our in-house value-added services include end-to end call center, shipping, invoicing, and credit card payment; retail display building; heat-tunnel packaging and shrink-wrapping; and a dedicated local and regional trucking fleet. We have been in business for more than 40 years, specializing in award-winning service for food and household products, medical supplies, pharmaceuticals, alcoholic beverages, appliances, roll paper, and packaging. Contact Metro Park to gain the competitive edge for your Midwest logistics and distribution requirements.





Network Global Logistics • www.nglog.com

Network Global Logistics was founded in 1971 and is the preferred provider of mission-critical transportation. Today, NGL clients can experience the same high service levels offered through our next-flight-out service in a warehouse setting. NGL offers warehousing, fulfillment, reverse logistics, recall management, manufacturing support, and site selection consultation. Currently, NGL has warehouse facilities throughout the United States and in Ontario, Canada.

Wagner Industries • www.wagnerindustries.com

Wagner Industries is not just a trucking company, warehousing company, or any other narrowly defined organization. We're a third-party logistical services company with multiple competencies to provide diverse services for our many customers across the United States. We provide contract trucking and transportation management, distribution centers, warehousing centers, packaging and assembly operations, and fulfillment. Plus, all services are provided with the highest standards of quality and the most technologically advanced information management systems. With our many areas of expertise, we can tailor a supply chain solution for your company to provide you with superb service while lowering your net cost.



Warehouse America • www.whseusa.com

Strategically located in Philadelphia, Pa., minutes from major ports and interstates, Warehouse America's 200,000-square-foot facility gives you a distribution advantage. From custom inventory management, EDI, and order fulfillment to unparalleled warehousing services, including loading, unloading, and transloading; LTL or TL shipping; long- and short-term storage; and same-day order processing, Warehouse America offers everything you need from a third-party logistics partner.

WMS

Aljex Software Inc. • www.aljex.com

Aljex has amazingly innovative Web-based software for carriers and freight brokers. If you see a demo of our software, you will want it. Why? You will see how Aljex can easily double the number of shipments you can handle. It's so easy to learn that we include unlimited training and support. With Aljex, there is no long, painful switchover. In 24 hours, we can have you trained, linked into the load boards, have your logo on your forms, your users set up, your carriers and customers imported, and ready to work.



IN THIS SECTION:

WMS • Yard Management



HighJump Software • www.highjump.com

HighJump Software is a global provider of supply chain management software that streamlines the flow of inventory and information from supplier to store shelf. More than 4,500 customers worldwide have transformed their supply chains using HighJump Software. HighJump Software solutions for distribution and logistics, direct store delivery, trading partner connectivity, mobility and manufacturing include: warehouse management systems, transportation management systems, route accounting systems, manufacturing execution, mobile sales, ERP data collection and the TrueCommerce™ EDI Solutions Platform.

Interlink Technologies • www.thinkinterlink.com

Think Interlink! Do you need to improve inventory accuracy? Eliminate shipping errors? Use real-time information? Manage distribution activities better? Increase productivity? For over 20 years, Interlink has been providing robust software solutions to increase efficiency and productivity goals in the warehouse. Think Interlink Technologies for WHSe-LINK® warehouse management software.



YARD MANAGEMENT



Cypress Inland (Yardview) • www.yardview.com

YardView is a Web-based yard management system that is easy to learn and simple to use for operations personnel. Managing yard inventories, movements, appointments, drivers, carriers, time-related events, and other yard activities can be difficult. YardView works for any size operation. YardView is experienced with helping operations become more effective. YardView gets everyone on the same page. The benefits of a software program to help manage these processes are proven and can be realized by your operation. Contact our experts to discuss how we can translate what you are doing now into a more efficient system. Call 303-781-3430.

Exotrac • www.exotrac.com

Exotrac is dedicated to offering a high-quality product line of innovative Yard Management Systems (YMS) delivering high functionality and speed at an economical price point. Featuring YardTrac - the next generation of cloud-based YMS - which provides real-time trailer pool, inventory, and process management tools for storage yards, manufacturing plants, distribution centers and 3PLs. Gives freedom from clipboards and walkie-talkies, flexibility in generating customized reports, facilitates door/dock scheduling, ensures direct putaway optimization, and supplies on-demand automated yard activity data capture with enterprise-wide visibility. By allowing transparency on all levels, YardTrac helps a company better utilize its staff, increase productivity, enhance security, and strengthen the overall bottom line! Call today: 212-989-0171.



Increase Profits

With Online Freight Claim Management

- Reduce costs by automating your claims process
- Track trends to prevent future damage claims
- Our clients have a 95% success rate in reclaiming losses

MyEZClaim Powered by TranSolutions Inc.

Visit TranSolutionsInc.com/profits for Details.



Suppliers want to PUSH and you want to PULL?

POINT THEM IN THE RIGHT DIRECTION:
http://bit.ly/il_sub

.....

inbound logistics Since 1981...the first SCM magazine and still the best



Military Logistics Summit 2012™

Lean Management of Logistics: Warfighter Support and Stewardship Excellence

June 25th – 27th, 2012 • Washington, D.C. Metro Area

Inbound Logistics Readers Save 20% off the standard all-access fee with code: IL_MLOG

<p>Vice Admiral John T. Blake, USN, Integration of Capabilities & Resources, Deputy Chief of Naval Operations</p> <p>Heidi Shyu, SES, Acquisitions, Logistics and Technology, Assistant Secretary of the Army</p> <p>Major General Wendy M. Masiello, USAF, Deputy Assistant Secretary for Contracting, Assistant Secretary of the Air Force for Acquisition</p>	<p>Redding Hobby, SES, Deputy Director of Logistics Operations, Defense Logistics Agency</p> <p>Gail Jorgenson, SES, Director of Acquisitions, U.S. Transportation Command</p> <p>Rear Admiral Patricia E Wolfe, Director – Joint Reserve Force, Defense Logistics Agency</p> <p>Co-located with Total Asset Visibility Summit</p>
--	---

www.MilitaryLogisticsSummit.com

Strategic Logistics for Military Drawdown

Effectively Managing Resources for a Streamlined Exit Strategy and Stabilizing the Supply Chain of the Future

May 1-3, 2012 | Washington, DC/VA

Featured Speakers:

- **Colonel Jake Wayman**, Project Lead, HQDA G8 Traceability **US Army**
- **Lieutenant Colonel Cary Ferguson**, Product Manager, PM J-AIT Capabilities Team **US Army**
- **Edward Ward**, Chief, Logistics Division Program Management Office, Unmanned Aircraft System PBL **US Army PEO Aviation**
- **Robert Lamana**, Logistics Management Specialist **US Army CECOM**

Contact:
David Drey | E: ddrey@marcusevansch.com | T: 312 540 3000 ext 6583

marcusevans conferences



AMERICAN EXPEDITING COMPANY

We built this company one delivery at a time.



American Expediting Company, the local ground courier for industry partners.

- Industry's Nationwide Last Mile Provider
- TSA Certified IAC
- Wholesale Pricing to Industry Partners
- Airport Coverage throughout U.S.
- 24/7/365 Operations
- Dedicated TSA Coordinator on Staff
- STAT and On-demand Deliveries
- **A Partner You Can Trust**

Cars * Vans * Trucks
Warehousing * Fulfillment

Call to set up an account **Today!**

TOLL FREE: **800-525-3278**
info@amexpediting.com
www.amexpediting.com

DO YOUR WAREHOUSING NEEDS REQUIRE SPECIAL ATTENTION?



Strategic Warehousing Solutions.

Looking for better service?
Need overflow support?
Have Seasonal Volume Fluctuations?

NVC warehouse services offers strategic alternatives

- Customized Solutions
- Rack & Bulk Storage
- Distribution/Consolidation
- Warehouse Management System
- Pick/Pack & Fulfillment
- Local/National Transportation
- Advanced Security
- LA, Chicago & NY/NJ metros



CALL: 1.877.526.3393
EMAIL: sales@nvclogistics.com
VISIT: www.nvclogistics.com

NVC Logistics Group | Where Logistics Solutions are Found

ClearSpanTM

fabric structures

**Sustainable
Design-Build Solutions**

**MADE IN
USA**

Buildings
available up to
300' wide.

Low in cost per
square foot.

Natural daytime
lighting.

Easy to relocate.

Expandable.

Little or no
property taxes.

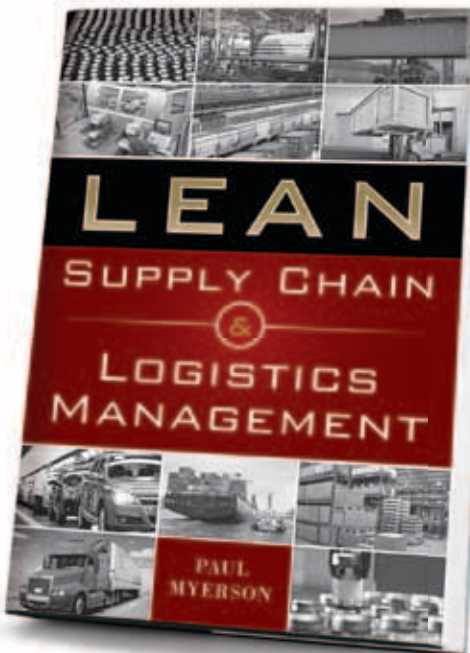
FLEXIBLE FINANCE SOLUTIONS ON CLEARSPAN FABRIC STRUCTURES*

TERMS UP TO **7 YEARS** RATES AS LOW AS **4.99%**
AS LITTLE AS **10% DOWN** *Subject to credit approval.



Call one of our ClearSpan specialists at 1.866.643.1010
or visit us at www.ClearSpan.com/ADIL.

IMPROVE SUPPLY CHAIN AND LOGISTICS PERFORMANCE USING **LEAN**



**"A must-read for all supply chain managers seeking to
drive down costs and improve profits."**

—Dr. Richard Lancioni, Chair, Marketing & Supply Chain
Management, Fox School of Business, Temple University

Identify and eliminate waste in your organization's supply chain and logistics function. Industry expert Paul Myerson explains Lean tools, opportunities, and a Lean implementation methodology with critical success factors. Case studies demonstrate how to effectively use this powerful strategy to realize significant, long-term improvements and bottom-line savings. Included for download are valuable training slides and a Lean supply chain assessment tool.

 @MHEngineering

Learn more.  Do more:
MHPROFESSIONAL.COM

June 3-8, 2012, **Purchasing and Supply Chain Management**, Lansing, Mich.

This course, offered by Michigan State University's Executive Programs, features leading educators and industry professionals sharing their insights into the key strategies and practices that world-class organizations are using to achieve procurement and supply chain excellence and build sustainable competitive advantage. Attendees learn the concepts and techniques required to increase effectiveness in a changing global environment.

800-356-5705

<http://execed.broad.msu.edu>

June 11-13, 2012, **Interlog**, Dallas, Texas.

This program focuses on aftermarket supply chain best practices for finding new efficiencies while improving customer satisfaction. Attendees benefit from key takeaways from industries including electronics, aerospace, medical devices, telecommunications, heavy equipment, high-tech, and automotive. Learn from, benchmark against, and

network with senior-level service parts and reverse logistics executives.

888-482-6012

www.interlog-usa.com

June 25-27, 2012, **Military Logistics Summit 2012**, Washington, D.C.

The Institute for Defense and Government Advancement offers high-level perspectives from senior decision-makers across the Department of Defense and the military so you can align your project priorities. Tailor the event to your needs by choosing to attend sessions on asset visibility, performance-based logistics, supply chain management, and the RESET equipment refurbishment program.

800-882-8684

www.militarylogisticssummit.com

July 16-18, 2012, **Performance-Based Logistics (PBL)**, Washington, D.C.

Suitable for both logistics-focused military personnel and military equipment manufacturers, this logistics conference provides

an understanding of performance-based logistics and offers insights on next-generation lifecycle product support assessment and implementation. Discussions cover topics such as the evolution of PBL product support.

888-482-6012

www.wbresearch.com/pblusa

September 6-7, 2012, **Fall 2012 Supply Chain Leaders Forum**, University Park, Pa.

Sponsored by the Center for Supply Chain Research at Penn State's Smeal College of Business, this program for mid-to senior-level supply chain managers and executives addresses how organizations are struggling to manage internal talent inventory and external talent resources to attract, retain, and develop the right people for the job.

814-865-0585

www.smeal.psu.edu/cscrc

September 30-October 3, 2012, **CSCMP Annual Conference**, Atlanta, Ga.

At the Council of Supply Chain Management Professionals' conference, learn ways to cut supply chain costs, boost efficiency, and improve your bottom line; network with colleagues; and discover new and innovative ideas that will keep you and your supply chain competitive.

630-574-0985

<http://cscmpconference.org>

October 21-25, 2012, **American Association of Port Authorities 101st Annual Convention**, Mobile, Ala.

Through committee meetings, business sessions, and networking opportunities, port professionals and others in the marine transportation industry explore the latest global economy trends and expectations, the need for infrastructure investment, and how shippers, carriers, service providers, and the local community can help green the cargo supply chain.

703-684-5700

www.aapa-ports.org

TIAIV

TOTAL ASSET VISIBILITY™

Developing Automated Logistics Tracking Solutions for Mission Success

June 25th – 27th, 2012 • Washington, D.C. Metro Area

Vice Admiral John Terence Blake
Deputy Chief of Naval Operations
Integration of Capabilities and Resources

Rear Admiral Cindy Jaynes, USN
Commander, Logistics and Industrial Operations
Naval Air Systems Command

Redding Hobby, SES
Deputy Director
DLA Logistics Operations

Heidi Shyu, SES
Assistant Secretary of the Army Acquisition
Logistics and Technology

Mark Reboulet
AIT Program Manager
US Air Force

James Alexander
Deputy Program Manager
Joint-Automatic Identification Technology

Co-located with **Military Logistics Summit**

www.TotalAssetVisibilityEvent.com

Inbound Logistics Readers Save 20%
off the standard all-access fee with code: IL_TAV

inbound logistics

DON'T MISS AN ISSUE! RENEW OR START YOUR **FREE SUBSCRIPTION** THIS PAGE IS YOUR PASSPORT TO PRODUCTIVITY

GET FREE INDUSTRY INFORMATION – FAST!

Check the solutions below
that interest you. Your request
for info will be sent to all
advertisers in that segment.

(OPTIONAL)

<input type="radio"/> 3PLs–Logistics Service Providers	801
<input type="radio"/> Air Freight Services	802
<input type="radio"/> Barcode Printers/Systems	833
<input type="radio"/> Bulk	803
<input type="radio"/> Compliance/Customs	837
<input type="radio"/> Consolidation/Deconsolidation	836
<input type="radio"/> Consultants – Career	805
<input type="radio"/> Consultants – Logistics	804
<input type="radio"/> Critical Parts	838
<input type="radio"/> DCC	806
<input type="radio"/> Economic Development/Sites	807
<input type="radio"/> Education – Training	808
<input type="radio"/> Emergency Ground/Air	809
<input type="radio"/> Expedited	810
<input type="radio"/> Food Logistics	840
<input type="radio"/> Forklifts	839
<input type="radio"/> Freight Forwarders	811
<input type="radio"/> Freight Matching	812
<input type="radio"/> Freight Payment Services	813
<input type="radio"/> Insurance	842
<input type="radio"/> Intermodal	814
<input type="radio"/> Logistics IT – SCE, ERP, CRM	816
<input type="radio"/> Logistics IT – WMS, TMS	815
<input type="radio"/> LTL	817
<input type="radio"/> Materials Handling Equipment	818
<input type="radio"/> Materials Handling Systems	819
<input type="radio"/> Mexico	841
<input type="radio"/> Ocean Shipping	820
<input type="radio"/> Organizations – Logistics	821
<input type="radio"/> Ports	822
<input type="radio"/> Rail	823
<input type="radio"/> Real Estate Logistics/Construction	824
<input type="radio"/> Reverse Logistics>Returns	825
<input type="radio"/> RFID	834
<input type="radio"/> Security Equipment/Systems	826
<input type="radio"/> Temp-Controlled Services	827
<input type="radio"/> Trucking Equipment–Tractors	830
<input type="radio"/> Truckload	829
<input type="radio"/> Trucks – Lease/Fleet	828
<input type="radio"/> Warehousing/DCs	831
<input type="radio"/> Wireless Communication	832
<input type="radio"/> Yard Management	835

PLEASE ANSWER ALL QUESTIONS, SIGN, AND FAX TO 212-629-1565.

1 ☐ YES! I want to start/renew a subscription
to **INBOUND LOGISTICS**.

☐ No, thanks.

**2 Services or products you
evaluate, specify, approve, budget,
recommend, buy or manage.**

(CHECK ALL THAT APPLY)

- A ☐ Air Freight Services
B ☐ Motor Freight Services (TL/LTL)
C ☐ Ocean, Ocean Intermodal
D ☐ Rail, Rail Intermodal
E ☐ Small Package Delivery, Expedited
Freight, Express Services
F ☐ Third Party Services (3PL), Contract
Logistics
G ☐ Supply Chain Technology, Software/
Systems
H ☐ Transportation Equipment
J ☐ Warehousing & DC Services
K ☐ Materials Handling Systems, Equipment,
Forklifts
L ☐ Packaging/Labeling Systems
N ☐ Intl. Shipping Services, Freight Forwarding
P ☐ Fleet Operations, Dedicated Contract
Carriers
R ☐ Site, Port, or Facility Selection
X ☐ Other: _____
Z ☐ None of the above

3 Number of people at your location.

(YOURSELF PLUS OTHERS)

- M ☐ 1000+ L ☐ 500-999
K ☐ 250-499 J ☐ 100-249
E ☐ 1-99

4 Business category.

(CHECK THE BEST ONE)

- 1 ☐ Manufacturer/Producer (any product)
2 ☐ Retailer, Wholesaler, Distributor
6 ☐ Services: (Medical/Health, Financial,
Insurance, Legal, Gov't., Consulting, etc.)
3 ☐ Agri., Construction, Engineering, Mining
4 ☐ Utilities (Water, Power, Electric, Gas),
Telecommunications
5 ☐ Transportation, Logistics & Supply
Chain Services (Carrier, Broker, Freight
Forwarder, Transportation Intermediary,
3PL, Warehouse/DC)
9 ☐ Other: _____

5 Your job classification.

(CHECK THE BEST ONE)

- N ☐ Corporate Management
Q ☐ Logistics, Transportation, Traffic Mgmt.
P ☐ Supply Chain Management, Purchasing,
Procurement
R ☐ Warehousing, Distribution, Inventory,
Materials Management
S ☐ Operations, Production, Quality Mgmt.
T ☐ Customer Service, Marketing, Sales
Mgmt.
Z ☐ Other: _____

**PASS THIS *FREE SUBSCRIPTION*
OFFER ALONG TO OTHERS ON YOUR STAFF.**

PLEASE SIGN AND ANSWER ALL QUESTIONS TO VALIDATE FORM.

▲ NAME	▲ TITLE	
▲ COMPANY		
▲ ADDRESS		
▲ CITY	▲ STATE	▲ ZIP
▲ PHONE	▲ FAX	
▲ E-MAIL		
SIGNATURE (required)		DATE

RESOURCE CENTER

04.12

INBOUND LOGISTICS WORKS FOR YOU!

■ 3PLs

C.H. Robinson Worldwide Inc. Cover 2–pg. 1

www.chrobinson.com
800-323-7587

Kane is Able pg. 29

www.kaneisable.com
888-356-KANE

Landstar pg. 18

www.landstar.com
877-428-5432

LMS pg. 27

www.lmslogistics.com
800-355-2153

Menlo Worldwide Logistics pg. 7

www.menloworldwide.com
630-449-1084

Pilot Freight Services pgs. 14–15

www.pilotdelivers.com
800-HI-PILOT

Ryder Supply Chain Solutions pg. 22

www.ryderscs.com
888-887-9337

STI - a CRST International Company pg. 26

www.stidelivers.com
800-736-2778

Unyson Logistics pg. 21

www.unysonlogistics.com
866-409-9759

Werner Enterprises pg. 11

www.werner.com
800-228-2240

■ Alaska Logistics

Alaska Air Cargo pg. 93

www.alaskacargo.com
800-225-2752

Carlisle Transportation Systems pg. 92

www.carlile.biz
800-478-1853

Lynden pg. 91

www.lynden.com
888-596-3361

■ Career Development/Education

Institute of Logistical Management pg. 51

www.mylogisticscareer.com
888-ILM-4600

University of Denver, Intermodal Transportation Institute pg. 101

www.du.edu/transportation
303-871-4702

■ Events

American Wind Energy Association Conference pg. 97

www.windpowerexpo.org
202-383-2500

SMC³ Connections 2012 pg. 66

www.smc3conference.com/2012
800-845-8090

Total Asset Visibility pg. 148

www.totalassetvisibilityevent.com
800-882-8684

Transport Logistic China pg. 87

www.transportlogistic-china.com
646-437-1014

■ Expedited

UPS pg. 5

www.thenewlogistics.com/technology
800-PICK-UPS

■ Financial Services

Regions Bank pg. 41

www.regions.com/transportation
770-777-6169

■ Freight Payment Services

CT Logistics pg. 43

www.ctlogistics.com
216-267-2000

CTSI-Global pg. 39

www.ctsi-global.com
888-836-5135

Data2Logistics pg. 45

www.data2logistics.com
609-683-3917

nVision Global pg. 35

www.nvisionglobal.com
770-474-4122

For a specific response, contact these advertisers directly. Please tell them you saw their ad in *Inbound Logistics*.

For general questions about particular industry segments, use the form on page 149.

For faster service, go online: inboundlogistics.com/rfp

Use our Resource Center and let the information you need find you.

■ **Logistics IT**

C3 Solutions pg. 37

www.c3hero.com
514-932-3883

Catapult International pg. 42

www.gocatapult.com
913-232-2389

Datatrac pg. 17

www.datatrac.com
800-827-2677

Magaya Logistics Software Solutions Cover 4

www.magaya.com
786-845-9150

MagicLogic Optimization pg. 103

www.magiclogic.com
888-274-8616

MercuryGate International Inc. Cover 3

www.mercurygate.com
919-461-5921

■ **Ports**

Port Authority of New York & New Jersey Insert 24-25

www.panynj.gov
212-435-3008

■ **Shipping Quotes**

SmartFreightWare pg. 30

www.smartfreightware.com
877-557-2345

XpressRate.com pg. 33

www.xpressrate.com
855-517-3777

■ **Trucking**

Saia pg. 2

www.saia.com
800-765-7242

YRC Freight pgs. 8-9

www.yrc.com
800-610-6500

For a specific response, contact these advertisers directly. Please tell them you saw their ad in *Inbound Logistics*.

For general questions about particular industry segments, use the form on page 149.

For faster service, go online: inboundlogistics.com/rfp

INDEX

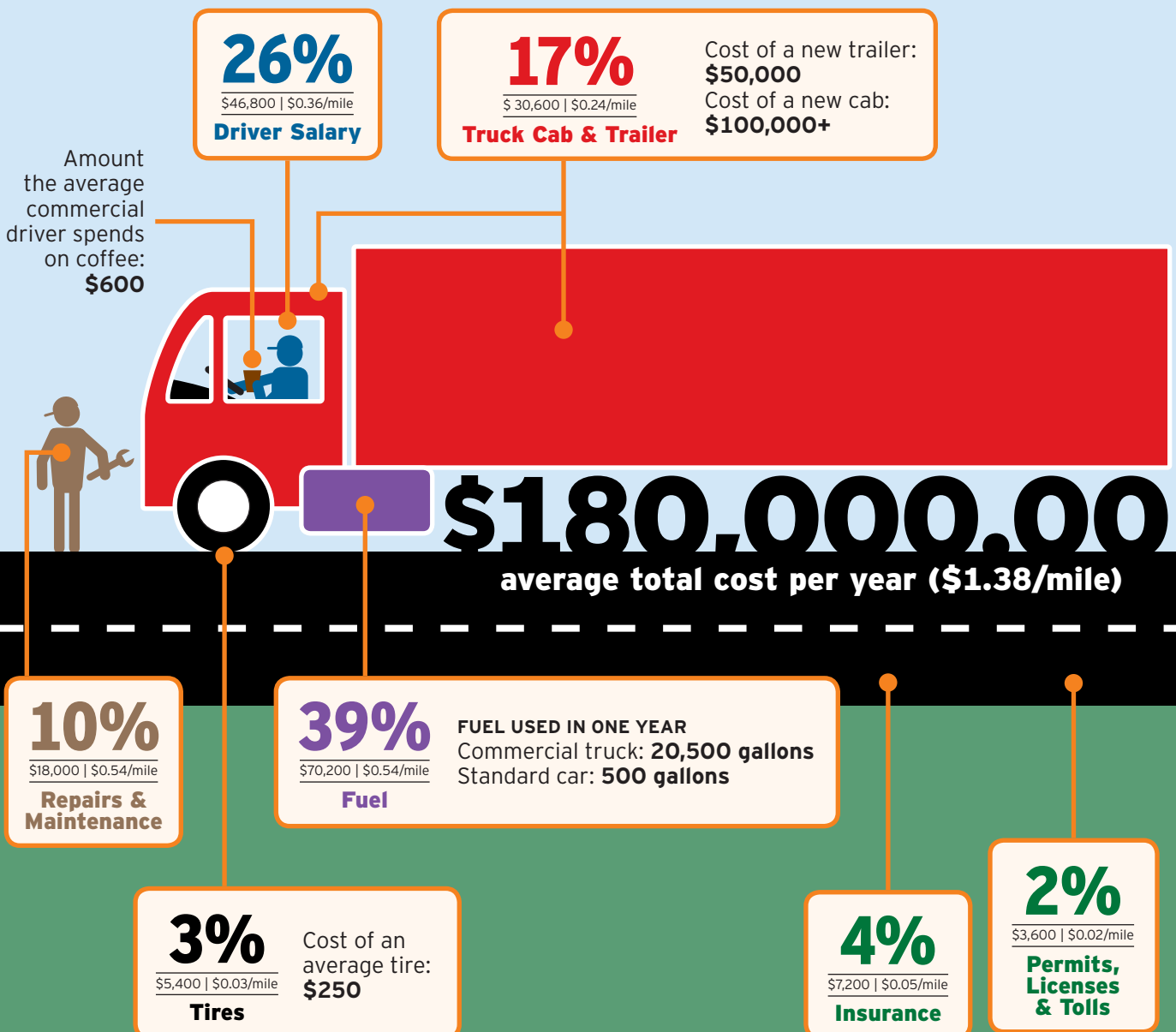
ADVERTISER	PAGE	ADVERTISER	PAGE
Alaska Air Cargo	93	MercuryGate International Inc.	Cover 3
American Wind Energy Association Conference	97	nVision Global	35
C.H. Robinson Worldwide Inc.	Cover 2-1	Pilot Freight Services	14-15
C3 Solutions	37	Port Authority of New York & New Jersey	Insert 24-25
Carlisle Transportation Systems	92	Regions Bank	41
Catapult International	42	Ryder Supply Chain Solutions	22
CT Logistics	43	Saia	2
CTSI-Global	39	SmartFreightWare	30
Data2Logistics	45	SMC ³ Connections 2012	66
Datatrac	17	STI - a CRST International Company	26
Institute of Logistical Management	51	Total Asset Visibility	148
Kane is Able	29	Transport Logistic China	87
Landstar	18	University of Denver, Intermodal Transportation Institute	101
LMS	27	Unyson Logistics	21
Lynden	91	UPS	5
Magaya Logistics Software Solutions	Cover 4	Werner Enterprises	11
MagicLogic Optimization	103	XpressRate.com	33
Menlo Worldwide Logistics	7	YRC Freight	8-9

Inbound Logistics (ISSN 0888-8493, USPS 703990) is published monthly for approximately 60,000 business professionals who buy, specify, or recommend logistics technology, transportation, and related services, by Thomas Publishing Company LLC, 5 Penn Plaza, NY, NY 10001. José E. Andrade, chairman; Carl T. Holst-Knudsen, president. Periodicals postage paid at New York, NY, and additional mailing offices. All rights reserved. The publisher accepts no responsibility for the validity of claims of any products or services described. No part of this publication may be reproduced or transmitted in any form or by any electronic means, or stored in any information retrieval system, without permission from the publisher.

POSTMASTER SEND ADDRESS CHANGES TO: Inbound Logistics, 5 Penn Plaza, New York, NY 10001

The Real Cost of Trucking in the United States

Operating a commercial truck in the United States costs \$180,000 annually – or \$1.38 per mile, on average. Here's how the expenses break down.



Reprinted with permission from TheTruckersReport.com. Due to rounding, percentages do not equal 100.

HIT IT OUT OF THE PARK



Home Run – The right TMS makes the difference

Your team needs the right equipment to manage transportation effectively. MercuryGate's TMS gives you everything you need – manage any mode, in any country, playing by your rules. Plan, optimize, execute, rate, track, and settle shipments with our on-demand delivery model that's ready when you are. Whether you're in the majors or just starting out, you'll have the tools you need to hit a home run every time.

sales@mercurysgate.com

www.mercurysgate.com



Magaya



Track2Go™
Mobile App



Give your Customers Real-Time Updates



www.magaya.com