Case Studies:

Real-world Solutions to Real-world Challenges

Supply-chain professionals work in a world of constant and very real challenges. They need an information source about the hurdles that others in their profession have faced, and what they did to clear them.

Each month, *Global Logistics & Supply Chain Strategies* presents real-world case studies in actual logistics or supply-chain challenges. These case studies, the most complete and in-depth of any supply-chain management publication, detail the specific nature of the problem to be addressed. They describe how and why given solutions were chosen. They then exhaustively track the implementation, including what problems occurred during that process.

Reporting in every case study is based on exclusive interviews with the company affected, the software or services provider, and any third-party involved in the project.

Tasked with meeting daunting schedules and deadlines while containing costs, logistics and supply-chain professionals need an information source with case studies that give them real-world solutions to real-world challenges.



CASE STUDY

Apparel Company Sews Up Solution To Labeling Errors



Brash High-Tech Start-up Matures Into a Profitable Unit of Siemens

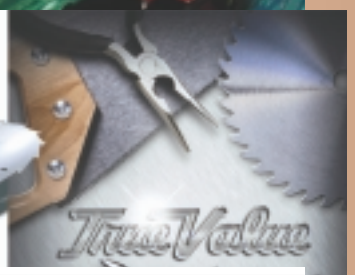


More Accurate Forecasts Give Sales, Operations Planning New Life at Sara Lee Unit



CASE STUDY

True Value Battles Adversity With Supply-chain Efficiency



In a Marriage of Giants, HP and Compaq Successfully Merge Supply Chains

Logistics Makes the Difference in Race for the Customer

Levi Strauss Revamps Value-Channel Supply Chain to Keep Pace With Outlet Shoppers





Philips Consumer Electronics Revamps Distribution With Outsourced Solution



Food Distributor Cures Supply-chain Indigestion With Visibility Solution



Who's That Behind FosterGrant's Demand Planning?



TaylorMade Drives Supply-Chain Efficiency With 24-Hour Club



Snapple Found Handling Logistics In-house Left A Sour Taste



Managing a Rapidly Expanding Supply Chain Isn't Child's Play



For Ford Motor Co., the Aftermarket Is No Longer an Afterthought



Ideas & Trends:

The Latest in Supply Chain Thinking

Supply-chain professionals understand that change and innovation are two of the most important words in the supply-chain lexicon, and they must keep abreast of the evolution taking place in their world. They must know who the leading individuals and companies are behind these trends. They must understand the impact of these changes. And they must know how to cooperate with — or counteract — what's taking place.

Some of today's most important ideas and trends in supply-chain management include setting up logistics operations in China; finding new value in a mature outsourcing partnership; benchmarking against the best-run supply chains corporate America has to offer, or against "complexity masters" who have global supply-chain success stories to tell. And it's important to understand the special characteristics of the "seasonal" supply chain, of private label supply chains, or of the sense-and-respond supply chain.

Executives turn to *Global Logistics & Supply Chain Strategies* for the latest in supply-chain thinking.





Executive Interviews:

What The Experts Say

The best and the biggest companies face extremely complex supply-chain challenges, and in exclusive interviews their top-level SCM officers have explained in clear terms how they've dealt with these problems.

Through candid conversations with *GL&SCS* Editorial Director Jean V. Murphy, executives painstakingly walk the reader through the problems their companies faced, and then through the analysis and decision making process needed to solve them.

In recent issues, executives have discussed such challenges as setting up an overseas production plant only to learn that one's global suppliers really aren't global. Or coming up with a standard supplier-addressing format when you have 75 sites, numerous MRP systems and 45 separate instances of ERP. Or the complexities of "lean" when you are one of the world's biggest companies.

No other supply-chain management magazine has the ear of top-level logistics and supply-chain professionals like *Global Logistics & Supply Chain Strategies.*

Logistics Features:
Delivering Value

The logistics ideal — inventory never at rest but in constant motion — may not be achievable. But that hasn't stopped logistics professionals from trying to get as close to realizing that dream as possible.

No one can do it alone, and none can reach optimum efficiency without the complete understanding of logistics realities today that only a reliable information source can give. Each month in *GL&SCS*, exclusive interviews with logistics and supply-chain management executives reveal what products, services and strategies they use to manage their real-world logistics challenges.

In 2005, some logistics features that will appear in *GL&SCS* include: A Special Report on the Top 25 3PLs — Bigger and Broader; Better Contracts for Better 3PL Performance; Managing Logistics When Capacity Is Constrained; Logistics Outsourcing: Strategic, Not Tactical; Last Mile Logistics; Freight Management: Back to Basics; and 3PLs on the Rise: Up and Coming Logistics Providers.

Executives rely on *GL&SCS* for extensive coverage of best practices in logistics.





Technology Features:
Analysis & Implementation

No part of the supply chain is untouched by technology, and no part of a supply-chain professional's work life is complete without an understanding of the role of technology — systems, applications and products.

That understanding requires a reliable information conduit. Each month, *Global Logistics & Supply Chain Strategies* presents authoritative articles on how the latest technology is optimizing the supply chain. These features are based on extensive interviews with end users as well as with the developers of the systems, applications and products they utilize.

Technology features in *GL&SCS* stem from real-world settings: Articles explore the needs of companies, how specific solutions or products were chosen, and what benefits resulted.

In 2005, some technology features that will appear in *GL&SCS* include: Leveraging Your Technology Spend; Domestic and International TMS: Is Separate Management Necessary?; New Ideas in Supply Chain Execution; Yard Management; Wireless Networks in the Supply Chain; New Technologies for Performance Based Logistics; Inventory Optimization; RFID — Understanding the Infrastructure; Business Process Management; IT for 3PLs; Spend Management in Complex Supply Chains; Taking Time Out: Supply Chain Velocity.

Executives come to *GL&SCS* for detailed coverage of technology analysis and implementation.