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The Partner **Solutions** People

News

***Supply & Demand Chain Executive* Selects D.W. Morgan Company as One of 20 Top “Provider Pros to Know”**

Fourth annual listing recognizes leading supply chain practitioners and providers, as nominated by their peers.

Pleasanton, CA, March 10, 2006: *Supply & Demand Chain Executive* has selected D.W. Morgan Company as one of its 20 Top Provider Pros to Know for 2006, as detailed in the magazine's new issue, which was released today.

"This year's Provider Pros to Know have shown themselves to be thought-leaders in their respective supply chain segments," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "Their efforts in developing the tools and processes necessary for supply chain transformation, and in promoting new approaches to supply chain enablement, have earned them a place on this year's Provider Pros listing."

"It's a great honor to be recognized for our efforts optimizing collaboration across the entire supply chain for customers like Cisco Systems, Infinera, Redback Networks and Kaiser Permanente," said Morgan President Grant Opperman. "We use technology, consulting expertise and our nearly 20 years of experience in transportation to help our clients see and manage their worldwide supply inventories."

Supply & Demand Chain Executive issued a call for Pros to Know nominations in November 2005. Beginning in January, the *Supply & Demand Chain Executive* Editorial Team and Advisory Board culled through scores of nominations to find the applicants that best fit the criteria, which were as follows:

1. **Leading clients/customers:** Winning providers have helped advance the field of supply chain management and/or supply chain technology, and demonstrated the impact that their ideas have had on the field.

2. **Leadership within the supply chain field:** Winning providers played key roles in educating/evangelizing as it relates to supply chain management and B2B e-commerce.

3. **Recognition for leadership:** Winning providers demonstrated, or were recognized for, their thought-leadership within the supply chain field.

4. **Leadership for the future:** Winning providers identified major trend in supply chain management, and helped their customers leverage this trend for competitive advantage.

The full listing of the 2006 Pros to Know is available on the *Supply & Demand Chain Executive* Web site at www.SDCExec.com. Or view the article at: http://www.sdexec.com/article.asp?article_id=8380.

About *Supply & Demand Chain Executive*

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at www.SDCExec.com.

About D.W. Morgan Company

Since its founding in 1990, Morgan has become one of the world's most trusted supply-chain consulting and transportation management firms. The company has provided services for a Who's Who of global business leaders, including Cisco Systems, Inc., Hewlett-Packard, Kaiser Permanente, B.F. Goodrich, Cisco Systems, Inc., Advanced Fibre Communications (now a division of Tellabs), Lockheed Martin, Oracle, NCR, Molecular Dynamics, and Philips Electronics. Morgan pioneered the concept of

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“whole-process management” for simplifying complex supply and demand challenges. Under this model, Morgan oversees every link in its partner’s supply chain—from procurement of raw materials to distribution of finished goods. With its innovation and top-notch expertise, Morgan is able to dramatically improve efficiency and reduce costs for clients.

Morgan has earned widespread acclaim for its work with its clients. It has twice been named Cisco Systems Supplier of the Year, Diversity (2005, 2003); in 2004, earned Computerworld Honors / Smithsonian laureate status; was cited in Aberdeen Group’s 2006 “Best Practices in International Logistics; was included in *Supply and Demand Chain Executive* magazine’s 2005 “Top 100 Supply Chains”; and won the Northern California Supplier Development Council’s 2005 Supplier of the Year award. Morgan is certified as a minority-owned business by the National Minority Supplier Development Council (NMSDC) and as a Small, Historically Disadvantaged Business (SDB) by the U.S. Small Business Administration.

The company’s headquarters is located at 6685 Owens Drive, Pleasanton, CA 94588; (925) 460-2700, fax (925) 251-0250. Morgan also maintains regional offices in Atlanta, Ga; Los Angeles; Tampa, FL; and Austin, Tex. An Asia-Pacific subsidiary, D.W. Morgan Pte., Ltd., is based in Singapore and serves the Pacific Rim manufacturing and supply-chain needs of Morgan clients. To learn more about Morgan’s products and services, please visit <http://www.dwmorgan.com/>.

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