



Corporate Member Spotlight – August 12, 2011

Menlo Worldwide Logistics



1. In a nutshell, what is your company all about?

Menlo Worldwide Logistics focuses on driving improvements at a variety of levels within our customers' supply chains. From a strategic perspective, we work with customers on network optimization and supply chain transformation. Our objective is to help the customer increase the efficiency and effectiveness of his or her logistics operations by lowering supply chain costs and achieving high customer service levels. Tactically, customers rely on Menlo to help them optimize transportation mode, carrier selection, and rates, and on the distribution side, strategically locate and operate lean warehouses that have low error rates, fast order turnaround, efficient use of labor, and space. Lastly, we help our customers understand, measure, and improve performance in their supply chains by providing effective modeling and analysis tools, coupled with technologies that provide inventory visibility, at motion and at rest, from raw material flow through finished goods delivery.

2. What makes your company different than other companies in your industry?

We have the ability to support our customers in a very strategic way through a 4PL engagement, or across the many tactical facets of supply chain operations typical of a 3PL. We provide dedicated resources and proven best practices in both areas. Some of the key advantages that Menlo provides with proven differentiated results include:

- A lean culture that is deeply embedded throughout the Menlo organization
- The ability to transform customers' supply chains through proven change management and value-stream mapping processes
- Value-based engineering
- Sustainability
- Facilitating and instituting effective change in operating cultures of logistics organizations

3. What was your company's most recent greatest accomplishment?

Our greatest accomplishments are the continuing improvements and efficiency gains we are able to drive into our customers' supply chain operations year after year, through the application of lean principles and techniques. In one case, these efforts resulted in a customer being selected as Manufacturer of the Year by a leading industry publication. In another, the lean transformation we helped effect for a separate customer landed them as a finalist in CSCMP's 2010 Supply Chain Innovation Award competition.

4. What is the biggest challenge you face in your industry?

The biggest challenge we face is continuing to find ways to remove waste and introduce new efficiencies into our customers' logistics operations in an era in which customers face increasing pressure to reduce expense while managing in uncertain economic times. This uncertainty causes companies to postpone changes, long-term commitments, capital investments, and major transformational initiatives. The challenge for 3PLs is to develop flexible logistics solutions that minimize customers' contractual risks, while affording maneuvering room during swings in their sales, changes in sourcing strategies and manufacturing networks, the rising cost of fuel, and other factors affecting profits and growth.

5. Why is your company a CSCMP Corporate Member?

We believe that CSCMP corporate membership provides a number of benefits at a cost that provides significant value for our employees. We participate at the local roundtable level and the national level in order to leverage CSCMP membership to support the continuing supply chain education of our employees. CSCMP's educational focus benefits our employees and, by extension, our customers, by providing a recognized, credible forum to bring forth the latest ideas, innovations, and best practices in logistics.