



About the Instructor

William T. Walker, CFPIM, CIRM, CSCP is a supply chain architect and author. His 35 years of practitioner experience with Hewlett-Packard, Agilent Technologies, and Siemens Building Technologies, include project accomplishments in product development, manufacturing, project management, supplier management, outsourcing, logistics, network architecture, distribution, cost reduction, ERP conversion, and asset management. He authored *Supply Chain Architecture: A Blueprint for Networking the Flow of Material Information, and Cash*. Bill is a past President of the APICS Educational & Research Foundation and a past APICS Vice President of Education for Aerospace & Defense, Small Manufacturing, Repetitive Manufacturing, Process Industry, Remanufacturing, and Textile/ Apparel SIGs. He holds BSEE and MSIE degrees from Lehigh University.

Where Is The Return?

- **Replace myths with practical solutions to real business issues**
- **Make better decisions buying logistics services**
- **Make better decisions selling logistics services**
- **Apply the Network Blueprint to your supply chain scenario**

Who Should Attend?

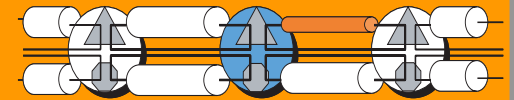
- **Executives**
- **Practitioners**
- **Educators**
- **Consultants in Logistics, Transportation, Distribution, Import/Export**

How Do I Contact Bill?

Send your e-mail to
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**for pricing and availability of
this seminar.**

From the Supply Chain Architecture Seminar Series...



Measuring the Value of Logistics

**A One-Day Seminar
by**

**William T. Walker, CFPIM, CIRM, CSCP
Supply Chain Architect**

Measuring the Value of Logistics

Learning Objectives

By the end of this interactive one-day seminar participants will be able to:

1. Apply the 5V Principles of Supply Chain Management – Value, Velocity, Variability, Vocalize, and Visualize.
2. Describe a structured, comprehensive approach to the design and operation of a competitive supply chain network.
3. Understand how to use the 5V Principles to buy logistics services.
4. Understand how to use the 5V Principles to sell logistics services.
5. Optimize logistics to maximize network returns while minimizing network risk.

Seminar Outline

Part 1. How Networks Create Value

This module defines the cause and effect relationships between the principles of supply chain management, risk management, and business results.

- The supply chain network's competitive context
- Growth and profitability
- Managing asset risk
- The Value Circle

Interactive team exercise

Part 2. Network Design

This module connects logistics performance with the competitiveness of a supply chain network's design.

- The Network Flow Model
- The Velocity Principle
- The Variability Principle
- The cash-to-cash cycle
- How logistics impacts throughput and network risk.
- Import/export considerations

Interactive team exercise

Part 3. Network Operations

This module connects logistics performance with the competitiveness of a supply chain network's operations.

- Capacity and inventory in pull versus push environments
- The Vocalize Principle
- The Visualize Principle
- How logistics impacts inventory and cash assets.

Interactive team exercise

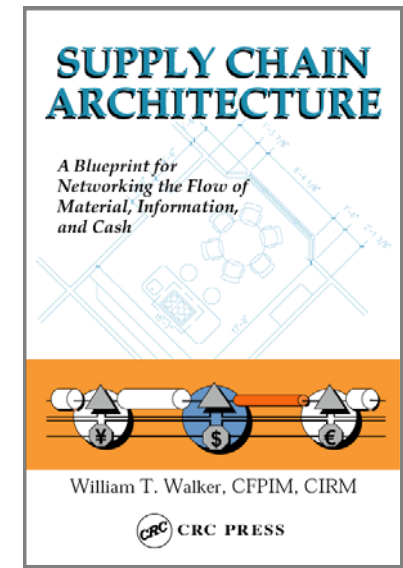
Part 4. Applying the Network Blueprint

This module summarizes the Network Blueprint as the comprehensive checklist for network competitiveness.

- The Network Blueprint
- Outsourcing manufacturing
- Comparing distribution alternatives
- The Value Principle
- Buying logistics services
- Selling logistics services

Interactive team exercise

Seminar Reference



- Applies five business principles, velocity, variability, vocalize, visualize, and value, to solve practical networking problems.
- Provides a 38-step network blueprint that optimizes supply chain design and operation.
- Comprehensive with 120 tables, 90 figures, 8 performance measures, and 3 storylines.

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