

The Company:

JJL is a multi billion dollar IT company, they ship everything from large servers to software. Your products are sourced based on total cost management. Therefore you manufacture all across the world to supply your worldwide customers.

The Supply Chain Challenge:

The Senior VP has assigned your team to a new initiative – Multi Source Delivery for all U.S. customers. Being new to the logistics area you take a moment to review what this means.

Current delivery strategy: Deliver each order individually to the end customer. This creates many deliveries to the same customer for their overall purchase order.

Multi Source Delivery strategy: Deliver a complete solution to the end customer at one time.

External Environment:

Your competitors are already doing a Multi Source Delivery! Approximately 80% of your customers are demanding this, while 20% are indifferent or against the project.

Overall Supply Chain Strategy:

While the Senior VP carries a lot of power and weight you will need to sell this project in order to be successful. Below is a list of key criteria:

- Customer satisfaction
- Flexibility
- Minimizing costs/expenses
- Not increasing brick & mortar presence (i.e. not growing their footprint of fixed assets)
- On-demand responsiveness (quick and instantaneous)
- Supplier partnerships
- Variable costs
- Visibility

Team Presentation

Prepare a 45 minute presentation that summarizes your approach, analysis, assumptions and answer the below questions. You are presenting to the executive supply chain committee. The supply chain committee will use your recommendations to determine the strategy and project funding for 2008. (45 minutes includes sufficient time for questions)

We recommend at least 1 PowerPoint page for each of the following (this is a recommendation)

- Introduction
- Approach & Assumptions
- Analysis
- Challenges
- Proposed Supply Chain Improvements
- Projects: Description, Funding, Savings & Milestones.
- Twist on the case

Assume that the judges have a background in supply chain with a focus on logistics & transportation and they have read and understand the facts of the case.

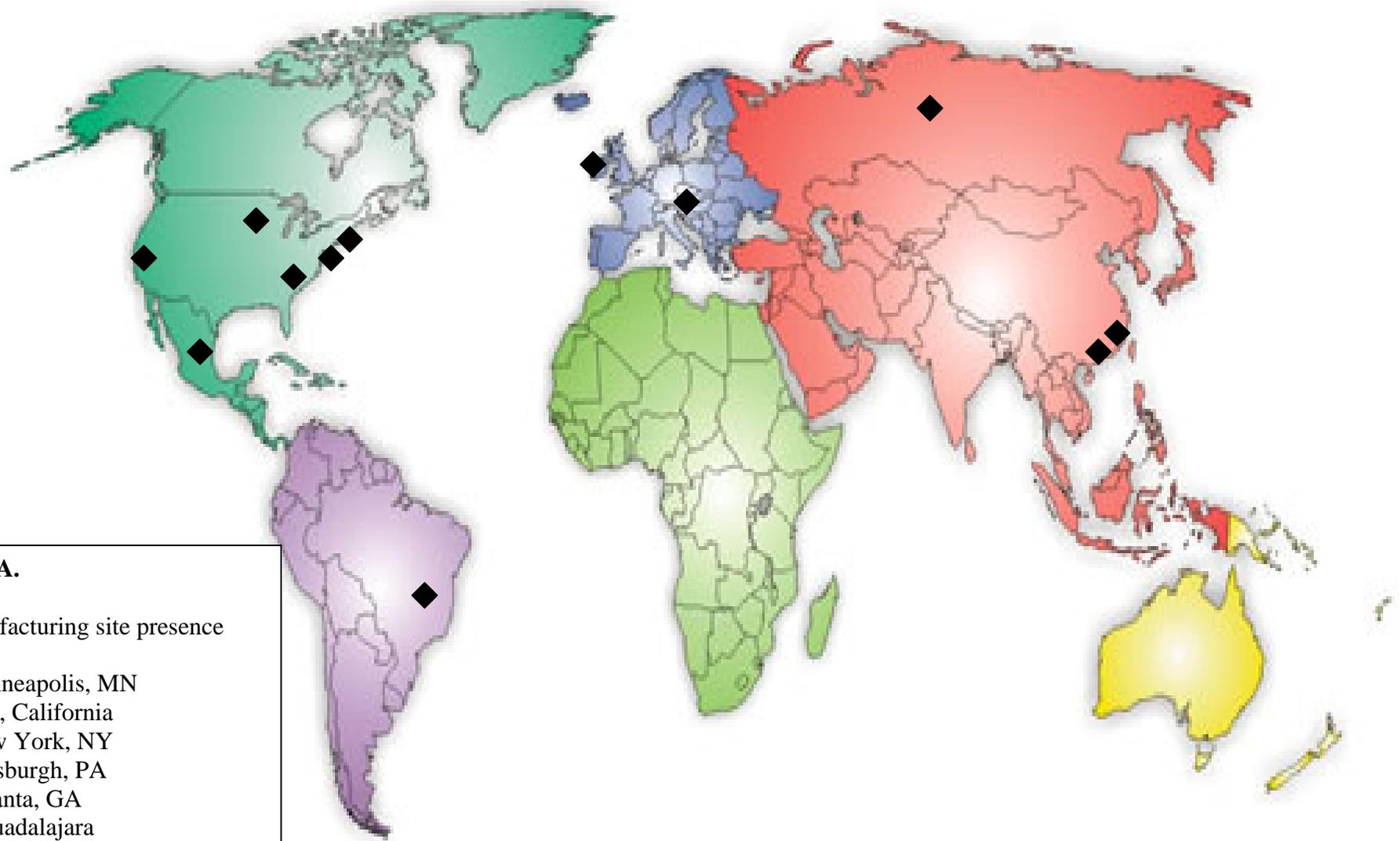
Each person on your team must present, equitable allocation of speaking between team members is expected but not measured.

Questions:

- Relate this to supply chain sustainability
- Create an impact map, what, who, and how will you affect the supply chain?
- What is your recommended solution for Multi Source Delivery?
- What is your cost/pricing recommendation?

Twist:

- What is the impact to the environment and “green” initiatives?



Appendix A.
JLL's manufacturing site presence
U.S. Sites:
 Minneapolis, MN
 L.A, California
 New York, NY
 Pittsburgh, PA
 Atlanta, GA
Mexico, Guadalajara
Brazil, Sao Paulo
China, Shenzhen
China, Beijing
Russia, Moscow
Ireland, Dublin