

Q & A with 2010 IWLA Annual Convention Speaker John Langley

The 119th IWLA Annual Convention will be held March 7-9, 2010 at the Hotel del Coronado in San Diego. A keynote speaker at the event, C. John Langley Jr., PhD, is Georgia Tech's Supply Chain & Logistics Institute (SCL) Professor of Supply Chain Management and Director of Supply Chain Executive Programs. Dr. Langley is SCL's principal liaison with the logistics and supply chain business communities, teaches executive education programs including the Executive Masters in International Logistics program, and serves as faculty director of the Georgia Tech Supply Chain Executive Forum. He has co-authored three major texts on business logistics and supply chain management and written numerous logistics-related articles and technical reports. He is an active member of several professional associations and serves on the boards of directors of Averitt Express, Forward Air Corporation, and UTi Worldwide. Dr. Langley also participates on the advisory boards of firms in supply chain technology.

At the 2010 IWLA Annual Convention, Dr. Langley will discuss the *14th Annual Third-Party Logistics Study*, conducted in 2009 by the Georgia Institute of Technology, in cooperation with Capgemini, Oracle, and IWLA member Panalpina.

IWLA recently asked Dr. Langley about the *14th Annual Third-Party Logistics Study* and for insights into his keynote at IWLA's Convention.

Q – Please share with our readers a little about the history of the annual study.

A – The Annual 3PL Study was founded in 1996 and we are now conducting the 2010 15th Annual 3PL Study. Although the study is a global research effort that focuses primarily on shippers who use 3PL services, the findings also provide significant insight into overall logistics and supply chain practices and trends. While the study traditionally has been a “customer” or shipper study, in 2009 the scope also encompassed providers of 3PL services.

Q – Since its inception, what have been some of the study's most interesting findings?

A – Perhaps the most significant finding is the continued success most 3PL users report with the services they have received. Additionally, the role and importance of information technology and the need for collaborative relationships between 3PLs and customers has been very evident.

Q - What can attendees at IWLA's 2010 Annual Convention take with them from your presentation?

A – In addition to identifying some pertinent industry trends, my presentation will focus on four principal areas: (1) economic volatility and its impact on the use of 3PL services; (2) the need for supply chain collaboration and supply chain orchestration, and how 3PLs can help to achieve these objectives; (3) information technology; and (4) global and local supply chain strategies.

Q – What industry trends do IWLA 3PL members need to watch for in 2010 and beyond?

A – Among the trends that clearly will become relevant in 2010 and beyond are the following: (1) strategies to effectively use 3PLs to counter the effects of economic volatility; (2) how use of 3PLs can assist in shifting risk from shippers in the supply chain; (3) the importance of understanding “total landed cost” or “total logistics value” in making 3PL and supply chain decisions; (4) achieving greater supply chain visibility through the use of 3PLs; and (5) greater overall acceptance and use of logistics outsourcing.

Q – Anything you'd like to add that would entice our members to attend your session and IWLA's Annual Convention?

A – In addition to focusing on results that have been achieved in the most recent 3PL studies, this presentation will provide a “sneak preview” of the research objectives and design for the 2010 15th Annual 3PL Study that is currently being conducted.