

## **Q & A with 2010 IWLA Annual Convention Speaker Bill Keough**

The 119<sup>th</sup> IWLA Annual Convention will be held March 7-9, 2010 at the Hotel del Coronado in San Diego. A speaker at the event, Bill Keough, is Principal of Supply Chain Visions, a specialized consulting firm focused on helping companies with supply chain strategy and education. Supply Chain Visions has grown into a well respected organization bringing thought leadership and visionary supply chain solutions to companies ranging in size from \$4 million to \$100+ billion as well as various government agencies and the Department of Defense. Since the company's inception in 2002, they have assisted over 50 companies across a broad spectrum of industries and supported multiple state and federal government agencies. At the 119th IWLA Annual Convention, Bill's presentation will explore how 3PLs can out-step their competitors by identifying performance metrics that resonate most with potential customers. He will also explore how 3PLs can use these metrics to assemble a simple, but highly effective performance scorecard that they can use with their customers to monitor and improve performance over time. The session will also address the information infrastructure needed to deliver the kind of accurate and timely performance data that attracts new customers.

IWLA recently asked Bill to provide insights into his session at IWLA's Annual Convention.

***Q –Please share with our readers a little about the history of "Supply Chain Visions" and some of the companies that you work with.***

**A** - Supply Chain Visions was founded in April 2002 as a specialized consulting firm focused on helping companies with supply chain strategy and education. Our approach reflects solutions that are strategic as well as practical, cost-effective and focused on driving measurable performance improvements. Supply Chain Visions has helped companies in aerospace and defense, high tech, retail, logistics, and many other industries optimize their business processes by establishing meaningful metrics and performance management programs. In addition to other honors and recognitions by industry and trade organizations, Supply Chain Visions was recently recognized as one of "The Top 10 Coolest SCM Boutique Consulting Companies" by ARC Research. Supply Chain Visions maintains offices in Bellevue, WA, Memphis, TN, Boston, MA, Washington DC, Salt Lake City, UT, and Colorado Springs, CO .

***Q - What are some of the most common data-driven management trends that you see happening in our industry in the next few years?***

**A** – Improved visibility and systems integration, both inside and outside the enterprise. As companies seek to lean out their supply chain processes and accelerate their inventory turns, the seamless exchange of near-real-time data becomes critical.

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

**A** – This session will explore how firms who provide warehousing services can identify, collect, and analyze the data that will help differentiate them in this ferociously competitive marketplace. The session will also delve into how service providers can take this performance data and work with current and prospective customers to expand their own value proposition, and their profits, by aligning closely with the financial objectives of their customer companies.

***Q - How important is data-driven management to the bottom lines of IWLA member companies?***

**A** – It's critical. As customers demand better visibility into the near-real-time performance of their supply chains, so they can better manage the process handoffs, the risks, and the cost-benefit tradeoffs, the pressure for accurate data becomes intense. And the only way to be able to deliver such supply chain performance data is to have an internal IT infrastructure that is flexible, robust and secure. Because this is an important topic, and one that not everyone is familiar with, the session will address current IT realities and approaches for improving them.

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

**A** - Just to attend as the program looks very inviting. The various keynoters and session speakers have a variety of topics to offer, and all of the subject matter is very timely. See you in San Diego!