



# CaseStudy

## Herbalife at The Logistics & Supply Chain Forum: Better tools, more valuable benchmarking



One-on-One Meetings



Group Meetings



Conference

"I've attended several Logistics Forums," says Hud Warren, Herbalife's Vice President for Global Transportation and Distribution. "I come with the same motivation each time. First, to identify software and tools that might help us improve our processes and reduce our costs in areas such as transportation management. And second, I'm looking for a combination of networking and benchmarking: I want to understand how other companies are handling some of the same issues we're dealing with."

"I do find those state-of-the-art software solutions at the Forum," says Warren. "They're very well represented." And, next time he attends, he's likely to be even more interested than usual. "At Herbalife, decisions about our transportation management system are back on the burner again, and they're moving closer to the front burner."

We'll also want to look at warehouse management systems. I now have all distribution responsibility globally, and one of my challenges this year is: how do I display my global activity, my worldwide facilities, what I own vs. what's third party, and my global product flow."

When it comes to evaluating products, "the Forum's format works for me, because if I need more time to discuss a product, I can always find it afterwards. And if I discover a product is not what I expected, neither I nor the supplier has to waste a lot of time."

### BENCHMARKING, FOR NOW AND THE LONG-TERM

The Forum's sessions on benchmarking have proven especially helpful to Warren. "For example, I can find out if I have a good deal with a particular trade lane, and whether I'm up to par with someone else in a particular activity."

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### HUD WARREN

Vice President of Global Transportation and Distribution for Herbalife

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Mealtime Meetings

I also get a chance to say, 'I've been having problems with this shipping line, my bills of lading are late.' And someone will say, 'we had those problems too, and here's how we handled it, here's who we went to.'"

Warren found a year-round benchmarking solution at the Forum, as well: the Tompkins Associates' Supply Chain Consortium. Tompkins brings together over 100 retail and retail supplier companies, and sponsors a comprehensive repository of more than 9,000 benchmarks. After meeting Tompkins at the Forum, and building a relationship over time, "we've ended up joining -- and we're quite happy with that."



Networking

#### MASTERING SKILLS TO DRIVE THE BUSINESS

"Everyone has areas of expertise where they're strong, and others where they're still learning," says Warren. He's used the Forum's conference to deepen his expertise in areas where he wants to know more, such as Six Sigma and Quality.



Conference

"Another especially good session focused on raising your organization's consciousness about getting things done -- whether it's approval of a software system, or changes in process, or getting buy-ins across departmental lines. There was a good cross-section of big and small companies. Everyone was facing pretty much the same problems -- and some of them had come up with techniques and justifications that were quite helpful to me."

Finally, says Warren, the Forum's informal networking is extremely useful -- and the Forum's venue, aboard the Norwegian Dawn, helps facilitate that. "You're there, you eat there, you sleep there, you don't have to worry about commuting, going home, or even going to the hotel. I like the 'captive audience' approach."

"Richmond makes the whole event very enjoyable," adds Warren. "They're real pros. They know what to do, and they do it well, with smiles on their faces. The accommodations are nice, the entertainment is fine, and the keynote speakers are outstanding."

The Logistics & Supply Chain Forum is the premier event connecting senior logistics and supply chain executives at leading U.S. companies with the world's leading suppliers of logistics/supply chain products and services. Senior executives who meet stringent qualification standards are invited to participate in a strategic conference program tailored to address their most urgent business challenges. They spend two days and three nights networking with senior-level colleagues in a luxurious, distraction-free environment. They also meet one-on-one with the suppliers of their choice, enabling them to access and rapidly evaluate the field's highest value solutions.

The Logistics & Supply Chain Forum 2007 will take place from May 6-9, 2007 onboard the Norwegian Dawn, sailing from New York City.

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