



CaseStudy

7-Eleven at The Logistics & Supply Chain Forum: Optimizing One of the World's Most Challenging Supply Chains



One-on-One Meetings



Group Meetings



Conference

As Vice President of Logistics for 7-Eleven, Simon Osborn is responsible for one of the world's most challenging, customer-driven supply chains. 7-Eleven not only must make 5,000 deliveries of fresh food every night: it must deliver accurate, complete orders anywhere in the U.S. within 18 hours after those orders are placed. To optimize 7-Eleven's supply chain, it's crucial for Osborn to stay on top of the industry's latest offerings, and leverage his colleagues' most successful practices and innovations. For Osborn, that means attending The Logistics and Supply Chain Forum.

BENCHMARKING AND BEYOND

"My goal in attending is to gain a better understanding of the latest capabilities available to me in the logistics industry; and to improve my understanding of how other people deal with the tactical and strategic opportunities they encounter," says Osborn.

Osborn cites a roundtable on using benchmarks to improve supply chain performance. "Just the opportunity to see how others drive performance was extremely helpful -- especially because you could draw on ideas from a cross-functional group, both retailers like us, and manufacturers."

"The Forum's conference is extremely valuable, because it offers an opportunity to talk with your peers, both on the supplier and customer side. You may be spending a relatively short amount of time with them. But it's *enough* time to identify ways you can move your business forward, or understand opportunities they've encountered that are similar to yours."

When it comes to suppliers, "The meetings are great: you're able to identify people you want to meet, the suppliers most likely to meet your needs, and specific opportunities in your areas -- e.g., visibility software or

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SIMON OSBORN
Vice President of Logistics for 7-Eleven

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Mealtime Meetings

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Osborn has attended three U.S. Logistics Forums and one in the UK, and he's used the events to follow up on a wide variety of product areas, trends, and issues.



Networking

"For example, we had an opportunity to look at some energy efficient lighting. Coming out of that, we've implemented the supplier's lighting in two of our warehouse locations and we plan to implement it in 24 of them."

"From the standpoint of systems or process improvement, and on the technical side, we're always looking for new solutions. Our supply chain -- we call it a demand chain -- is exceptionally customer-centric. We're interested in any opportunity to improve service by improving intelligence, our capabilities to move information through the system, or our processes."



Conference

"For instance, to support 5,000 deliveries of fresh food every night, we need tools that *immediately* identify exceptions. At The Forum, we saw some very interesting opportunities relative to the use of GPS and real-time tracking."

BECOMING A MORE EFFECTIVE LEADER
Another area where the Forum shines: helping Osborn become a more effective leader. In particular, Osborn cited a group session led by Eric Herzog of Quest Consulting & Training.

"We worked through Eric's case studies of effective supply chain leadership - in particular, his model of 'how do you react when you have an outsourcing partner who's not performing.' Eric got people to really think about how they react to their partners, and what level their relationships are at. At 7-Eleven, we

outsource all our logistics, so I was able to bring that back to my team here, and ask the very same questions about how we want to work with our partners."

"I also went through the Forum's leadership coaching opportunity with Paulette Rao, who's an executive coach -- and it was excellent, it really was. I'm using it constantly."

Osborn attends other events, but "from the perspective of getting to meet suppliers, The Logistics Forum is the best I've seen. It's also an exceptional networking activity. It's not often you can bring together that many of your peers at once. And getting away on the boat forces people to really use the time effectively."

More broadly, says Osborn, "the Forum doesn't 'talk at you' as much as other events. It's more about you interfacing with it." Put another way, this isn't a passive 'one-way' event: "what you get out of it depends on what you're willing to put in."

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.

To learn more about participating, please contact ROBERT HOUSTON: 212.651.8766 or rhouston@richmondevents.com