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Von der Wense



Martell



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Petty



Sproul



Speicher



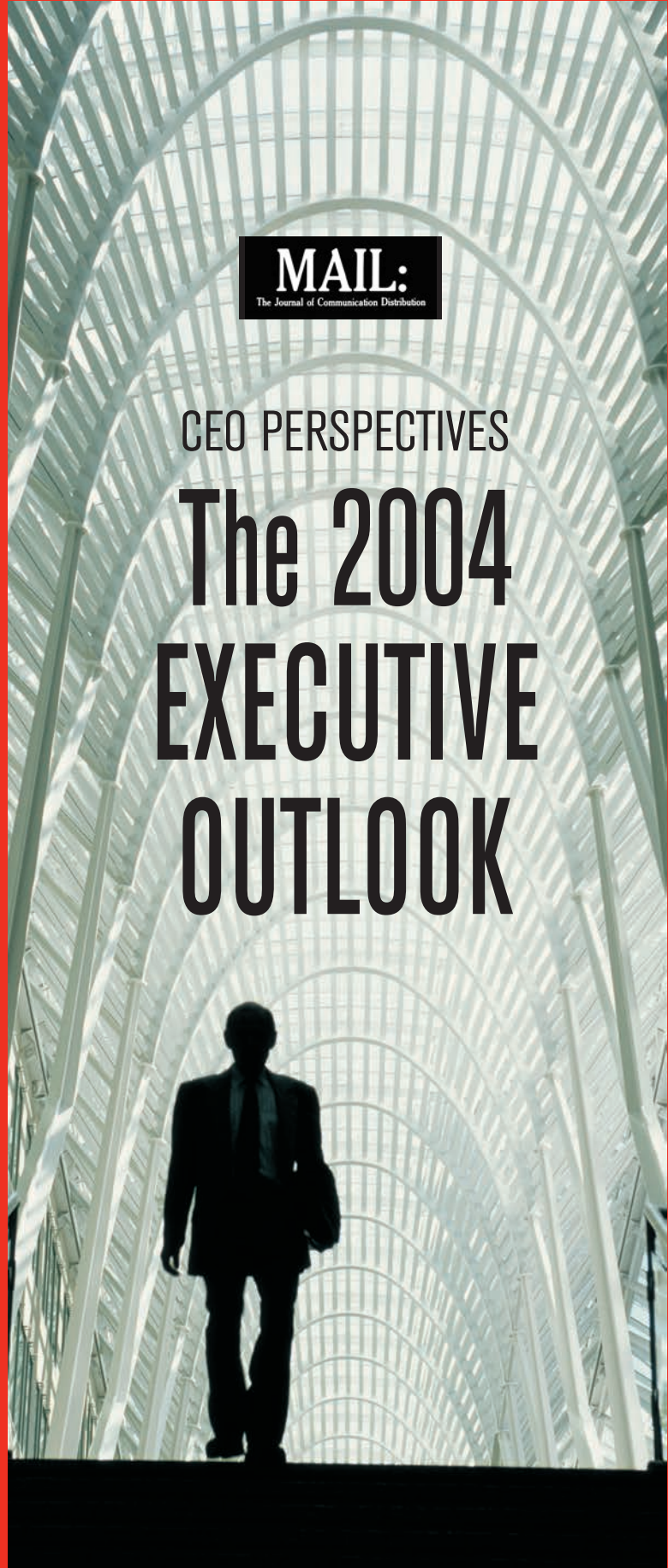
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The Journal of Communication Distribution

CEO PERSPECTIVES

The 2004 EXECUTIVE OUTLOOK

Dermot Murphy

CEO, The Millennium Group

Outsourcing Partnerships

PISCATAWAY, NJ -- Over the past 20 years corporate expectations for their distribution services have dramatically changed. Corporate distribution services have experienced the same reengineering and reinvention that proliferated throughout all aspects of business operations.

Prior to the complete globalization and downsizing, American industry leaders maintained a centralized operating philosophy. Business needs filtered through large support departments. Then in the late 80's and early 90's, companies in dire economic times dramatically scaled back support operations placing operating burdens on decentralized departments that accounted for themselves as independent operating units. Today, with the advent of Internet-based supply chain procurement tools, companies once again are trying to "recentralize" in an effort to maximize purchasing power for goods and services.

Corporate distribution services follows in step with the same organizational changes. From centralized operations to downsized and

then outsourced, the corporate Distribution Center has evolved. For those operations that have embraced outsourcing, there are certain providers who allow their clients to operate in the same manner and efficiency as the rest of its parent organization. By providing an avenue for centralized operations, enhanced outsourcing partnerships allow corporations to realize significant service and cost advantages that have been lost in recent times.

Many companies have outsourced Distribution Centers for daily activities to minimize staff and access industry support. Certain providers of on-site services have the ability to provide the best of both scenarios. In this enhanced "total value" outsourcing relationship both client and provider benefit.

And, certain organizations that rely on distribution services such as printing and mail fulfillment as part of their core business have been diligent in their evaluations of outsourcing and their ability to provide these services in-house and on-site more cost-effectively.

(To learn more, call 1-732-469-2900.)

