



## CASE STUDY

# Solutions Consulting Leads to Customer Success

### CONTACT

Marketing Department  
Marketing@bnsflogistics.com  
+1-855-481-9658

BNSF Logistics  
1600 Lakeside Pkwy, Suite 100  
Flower Mound, TX 75028  
www.bnsflogistics.com

### Company Profile

A U.S. company that manufactures and distributes both dry bulk and liquid bulk products to customers across the country.

### Business Challenge

Company's two largest customers announced a merger. Company knew it would have to re-vamp its distribution network to properly serve future market, as storefronts were consolidated and eliminated due to merger. They wanted to get out ahead of the process to ensure they would be able to service the new profile of their now largest customer.

### Solution

BNSF Logistics compiled data from the customer—including sales forecasts and storefront locations. A list of likely store consolidations was made to anticipate demand patterns. Next, both the dry and liquid distribution networks were modeled and optimized using JDA's Supply Chain Strategist and BNSF Logistics expertise. Distribution sites were determined and storage requirements calculated. A distribution region for each site was also defined and outbound transportation requirements estimated.

### Process/Procedure

Distribution networks were optimized to decrease miles and eliminate waste. During the analysis it was also determined that some current distribution areas were not being serviced by the optimal production facility. The overall solution proposed also included the optimal production site for each product being serviced from each distribution site as well as minimum order quantities. Customer was able to present this new solution to their customer and work together to drive cost out of the supply chain and ensure proper service levels. The company felt prepared to deal with their customer's needs.

## BENEFITS ACHIEVED

- Significantly decreased the cost of the supply chain
- Maximized use of distribution sites
- Ensured proper service levels to better service the end customer

