



CASE STUDY

BNSF Logistics Creates Solutions for Premier E-Commerce Company

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Company Profile

A global multibillion dollar electronic commerce company involved in retail sales of consumer goods, consumer electronics, multimedia, furniture, etc.

Business Challenge

Customer was challenged with exponential sales growth. Although a positive scenario, the additional activity exposed constrictions in the distribution function which reverberated throughout their supply chain network, most notably in the areas of air injection, sortation and distribution, network solutions and rationalization and yard management.

Solution

BNSF Logistics worked with the customer to analyze data to determine the optimal addition to their network both in geographic location and operational function. The proposed model of a high-velocity, flow-through distribution facility which connected Midwestern vendor activity to metropolitan points of final distribution to consumers was enthusiastically embraced by the customer.

Process/Procedure

BNSF Logistics then assembled the pieces together as we located a facility; brought in high-velocity sortation equipment and human resources; established yard management, flow-through design, and operational protocol; and managed the implementation and operations of the facility until such time as the customer could manage it themselves on its own as an integrated part of its existing supply chain.

BENEFITS ACHIEVED

- A new operation was created specifically for the company.
- The operations created a new ongoing ability for the company to manage its supply chain.
- Experienced 20%+ growth every year since the solution was implemented.

