



CASE STUDY

BNSF Logistics Simplifies Rail Transportation

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Company Profile

A large construction equipment manufacturer and their dealer network.

Business Challenge

The customer was looking for a way to reduce transportation costs while also keeping environmental stewardship in mind. The use of rail had been discussed as a potential solution, but due to the inherent complexity involved it had been tabled.

Solution

BNSF Logistics developed a program that involved bundling multiple service providers across several modes of transportation enabling the customer to streamline the process required to move equipment from manufacturing locations to the dealers. This solution allowed them to take advantage of the economic benefit and associated reduction in carbon emissions of rail while simplifying the activity by working with a single vendor to bundle all services and provide end-to-end visibility of the equipment.

By partnering with BNSF Railway and CSX, BNSF Logistics was able to develop an internal process to allow for faster turn around to the customer on new requests and to develop a network that reached across all of the US and portions of Canada.

Process/Procedure

This program was built successfully by first understanding the customer's business model and key logistic challenges and then vetted through the customer prior to ensure all of their concerns were addressed and enhancements made where required. The elements we needed to develop were as follows:

- Work with all key parties to show value of a joint approach and get buy in
- Streamline the processes for clearance, pricing, as well as loading and unloading
- Pre-select specific dealer locations to use as a pilot program
- Using customer-provided intel to develop a sales strategy

After months of development, we've been able to bring a "door-to-door" solution to the market that saves the customer on transportation costs as well as tie in a full 3PL line of services.

BENEFITS ACHIEVED

- Overall cost reduction of 20-30%
- Carbon footprint reduction by +50%
- Door-to-door solution and service (simplifying rail)
- Maximizing the value in the customer's supply chain and increased customer satisfaction.

“BNSF Logistics helped us provide an extensive door to door rail option for us and our dealers, saving us time and money and allowing us to focus more on our core competencies.”

-Manager of Transportation

