

CASE STUDY

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BNSF Logistics Simplifies Rail Transportation for Equipment Manufacturer

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

After meeting with the client, 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. It also allowed the customer to work 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 developed 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 United States and areas 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 to ensure all of their concerns were addressed and necessary enhancements were made. The elements BNSFL needed to develop were as follows:

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

▪ Benefits Achieved

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