

## CASE STUDY

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## Solutions Consulting Leads to Better Resource Utilization and Customer Success

### Business Challenge

A U.S.-based manufacturer and nation-wide distributor of dry and liquid bulk products saw the opportunity to revamp its distribution network following the merger of their two largest customers. In order to properly serve the consolidated business of its now largest customer, the company wanted to get out ahead of the process to ensure they would be able to align with the new demands of their customer.

### Solution

The customer and BNSF Logistics determined the optimal distribution sites and storage requirements, as well as defined a distribution region for each site and estimated outbound transportation requirements. Working together to drive cost out of the supply chain and ensure proper service levels, the company felt prepared to deal with their customer's changing needs.

### Process/Procedure

The process began with compiling data on the customer's client, including sales forecasts and storefront locations. Then, we created a list of likely store consolidations to anticipate changes in demand patterns. The analysis provided several options to optimize distribution networks to decrease miles and eliminate waste. Next, both the dry and liquid distribution networks were modeled and optimized using analysis software and BNSF Logistics expertise. Some existing distribution areas were not optimized, and the solution identified optimal production sites for every product being serviced from each distribution site, as well as, addressed minimum order quantities.

### Results

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

