

## CASE STUDY

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# BNSF Logistics Creates Supply Chain Solutions for Premier E-Commerce Company

## Company Profile

A global multi-billion 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. Though the growth was a positive scenario, the additional activity exposed constrictions in the distribution function. This reverberated throughout their supply chain network, mostly 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 and 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 assembled the pieces together as while locating a facility
- Brought in high-velocity sortation equipment and human resources
- Established yard management, flow-through design, and operational protocol
- Managed the implementation and operations of the facility until the customer could manage it alone 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
- The customer experienced 20% or more growth every year since the solution was implemented