

Case Study

Transportation Management



# Supported by Blue Yonder, Traxion Leads in Speed and Service

## Results

- Real-time, autonomous decision optimization
- Increased visibility across the partner network
- Closer, digital relationships with customers

## Delivering at the speed of omni-channel:

“Even before 2020, the Mexican third-party logistics market was growing up to 25% per year. Then the pandemic dramatically accelerated that growth. E-commerce in Mexico doubled in 2020, compressing three years of logistics demand into just one year. Our Blue Yonder transportation management solution helps Traxion keep up with demand, balancing the speed and service required by omni-channel markets with cost control.”

– **Logistics Director**

Reflecting the dynamic growth of Mexico’s logistics market, Traxion has grown 28-fold since it was founded in 2011. With a fleet of 8,000 vehicles and over 1,000 customers, today Traxion is the country’s largest logistics provider, three times the size of its nearest competitor.

## Business challenge:

As Traxion’s customer base grows — and customer requirements increase — the company needs to maximize its speed and responsiveness, while also controlling costs and ensuring profitability.

## Making optimal decisions on the fly, in real-time:

“With Blue Yonder’s transportation management, Traxion acquired a platform that provides a new level of visibility and control as we broker services and optimize loads, capacity, freight and routes. The optimization engine gathers real-time data and autonomously makes the best decision on the fly. It seamlessly manages our cross-border transportation between the US, Canada and Mexico.”





### Enabling a new level of customer centricity:

“One of the primary goals of our transportation management implementation was to become more customer-centric. We wanted to provide the easiest way for our customers to connect with us. We wanted to replace offline interactions with digital channels, so we could operate with our customers as a single entity. And we wanted to provide our customers with real-time, end-to-end visibility — which would enable them to make quick and informed decisions. Blue Yonder has enabled that new level of customer focus.”

### Creating new business opportunities:

“Another objective we’ve achieved via our Blue Yonder partnership is broadening our scope of services. We can leverage Blue Yonder’s carrier services, transportation modeling and network design capabilities to function as digital brokers and offer new solutions to our customers. We’ve been able to capture new market opportunities by offering end-to-end omni-channel services.”

### Solution benefits

- Blue Yonder’s transportation management solution enables Traxion to quantify savings and opportunities, balance service-level and cost tradeoffs, and prioritize execution. Traxion can evaluate network-wide performance, as well as trouble-shoot disruptions, to drive reliability and savings.
- In its daily operations, Traxion benefits from Blue Yonder’s advanced routing, mode, container and service-level optimization with inventory awareness across the supply chain. Supported by artificial intelligence, the transportation management solution automates both execution and re-planning as conditions change.
- Blue Yonder allows Traxion to implement a single logistics platform — with shared data, metrics, workflows and best practices — across its operations, supporting consistent service and continuous improvement.

### Blue Yonder’s expertise:

“We chose Blue Yonder because of its extensive supply chain experience and the fact that it’s a leader in the Gartner Magic Quadrant for TMS. Just as important was Blue Yonder’s understanding of our country, geography and business model. They knew we needed to get results quickly. Thanks to our strong partnership, we achieved record-breaking implementation speed!” – **Logistics Director**

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