

Case Study

Transportation Management,
Luminate Control Tower



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 and suppliers

Achieving real-time, end-to-end visibility with Luminate Control Tower

“While many third-party logistics providers use Blue Yonder transportation management, few have an integrated solution that includes Luminate Control Tower. With this combination, we can achieve complete collaboration and transparency with customers, as well as carriers. We can sense and respond to upstream and downstream disruptions in real-time.” – **Logistics Director**

Challenges

- 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.
- 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.
- Traxion partnered with Blue Yonder to implement its transportation management solution, as well as Luminate Control Tower, to gain real-time visibility across the internal supply chain and the extended partner network.

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.”





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.”

Creating digital partnerships with customers and suppliers

“Together, Blue Yonder transportation management and Luminate Control Tower enable us to collaborate closely with both customers and suppliers via digital connectivity. We can operate as a unified entity with shared goals and a single version of the truth.”

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.

- Luminate Control Tower provides Traxion with a unified view of events across its partner network. Critical alerts help planners anticipate disruptions in real-time and predict the impacts on inventory, production capacity and sales.

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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