



Carrier Support Services

Linking Logistics to Profitability™

Transportation Management

- Activity based costing design, development and management of systems to measure profitability by business segment, commodity, customer, location, and/or simplification or expansion
- Capacity studies
- Trackage rights analyses and contract negotiations
- Alternative route profitability studies
- Auditing of car hire and mileage payments
- Switching studies
- Terminal studies
- Analyze shop direct and indirect expenses to determine cost of incremental capacity or for pricing shop work
- **INSIGHT: Rail Edition®** – a rail costing model

Marketing & Sales

- Benchmarking and competitive analyses
- Comprehensive marketing and pricing strategies
- Market plans
- Sales training programs
- Seminar: "Integrating Cost Information into Market Based Pricing"
- Customer surveys
- Development and management of sales campaigns/blitzes
- Advise/direct/conduct transportation contract negotiations with connecting carriers and/or customers for rates, escalations, service and/or equipment supply guarantees
- Develop proposals for, or respond to, proposals initiated by connecting carriers for division of revenues
- Prepare contract rate escalations or develop PC based program for staff use
- Advertising and direct mail campaigns
- Service measurement systems
- Customer service programs



Carrier Support Services (cont'd)

Budgeting & Capital Projects

- Review/develop/establish capital budgeting procedures, develop training manuals, train staff, perform analyses required, prepare board presentations
- Cost benefit analyses
- Spend Analyses and compliance programs
- Rail Line Analyses: Marketing, Operating, Engineering

Industrial Development

- Analysis of business development/plant locations, including transportation pricing, profitability measurement, return on investment calculations
- Logistics modeling; logistics mapping

Regulatory & Litigation Support

- Analysis of proposed changes in national transportation system including merger impacts, line abandonments, legislation and carrier policy changes
- Competitive Impact Analyses
- Regulatory Costing, including URCS
- Provide expert written and/or oral testimony related to issues before the Surface Transportation Board or other governing bodies

Asset Management

- Capacity studies
- Process Management Programs
- Determine equipment needs and perform related return on investment analyses
- Negotiation of equipment leases
- Develop car hire proposals for, or respond to car hire proposals initiated by other carriers
- Car hire deprescription seminars

Training

- Planning, management, cost systems, sales and marketing
- One-on-One mentoring or group training