



EZ-BORDER

NISSAN CASE STUDY

BACKGROUND

Established in 1933 as the Jidosha Seizo Company in Yokohama Japan, Nissan has grown to a global leader in the automotive industry with more than 180,000 employees and \$10 billion in global sales. Nissan is dedicated to the mission of enriching peoples' lives by building appealing cars that customers delight in driving. The company established North American operations in 1990 and has been growing its base of manufacturing facilities, parts distribution sites and dealerships ever since.

THE SITUATION

As with most automotive manufacturers, reducing transit time is one of the most important elements of the supply chain, followed closely by the need to reduce the number of hand-offs and transfers throughout the process. However, when moving freight between Mexico and North America many parties are involved and need to touch the freight – especially at the border. All the communication and coordination among the different companies that needs to take place might delay for hours and many times for days the delivery of a trailer if it is not well orchestrated.

Some of the issues that impacted delivery times were:

- Lack of communication between the transfer company, customs broker and US Carrier delayed delivery at final destination.
- DOT compliance issues with the transfer company equipment forcing higher costs and delays.
- Too many hand-offs of loads made it difficult to determine accountability and provide accurate, timely follow up.

The subsequent delays and transit inconsistencies increased Nissan's cost and decreased their ability to plan their material supply. Ultimately, this began to limit their production capabilities.

SCHNEIDER SOLUTION

Nissan found the most efficient method of executing cross-border movements was to have Schneider take control of the entire process, door-to-door. Schneider now manages the entire move from origins on either side of the US-Mexico border to the cargo's final destination.

Schneider delivered an innovative set of transportation solutions to meet the multiple service requirements dictated by the Nissan production system. By taking accountability for the entire cross-border move, Schneider enforced proper communication among the different parties in the process, ensuring loads were executed correctly and on time.

RESULTS

With EZ-Border from Schneider, one carrier manages the initial move, the border transfer, the network of approved Mexican carriers and the customs documentation.

- Overall 98% on-time deliveries across network.
- Zero delays at the border due to lack of communication between the transfer company and custom broker, 3PL or U.S. carrier.
- No more DOT compliance issues with transfer company equipment.
- One single party manages transportation making it easier for Nissan to address and resolve all issues.

