

# Case Study — Major automaker conquers winter weather

## Background

During the winter of 2013-14, relentless sub-zero temperatures and snowfall made it extremely difficult to keep supply chains running smoothly. A major automaker encountered enormous challenges in trying to move cargo in this severe weather. It was under extreme pressure to keep production up and running at its U.S. plants, which meant its domestic supply chain needed to move as scheduled.

## Business Challenge

What steps could the automaker take to reduce supply chain disruptions? How could it stay informed and keep its inland transportation network on schedule?

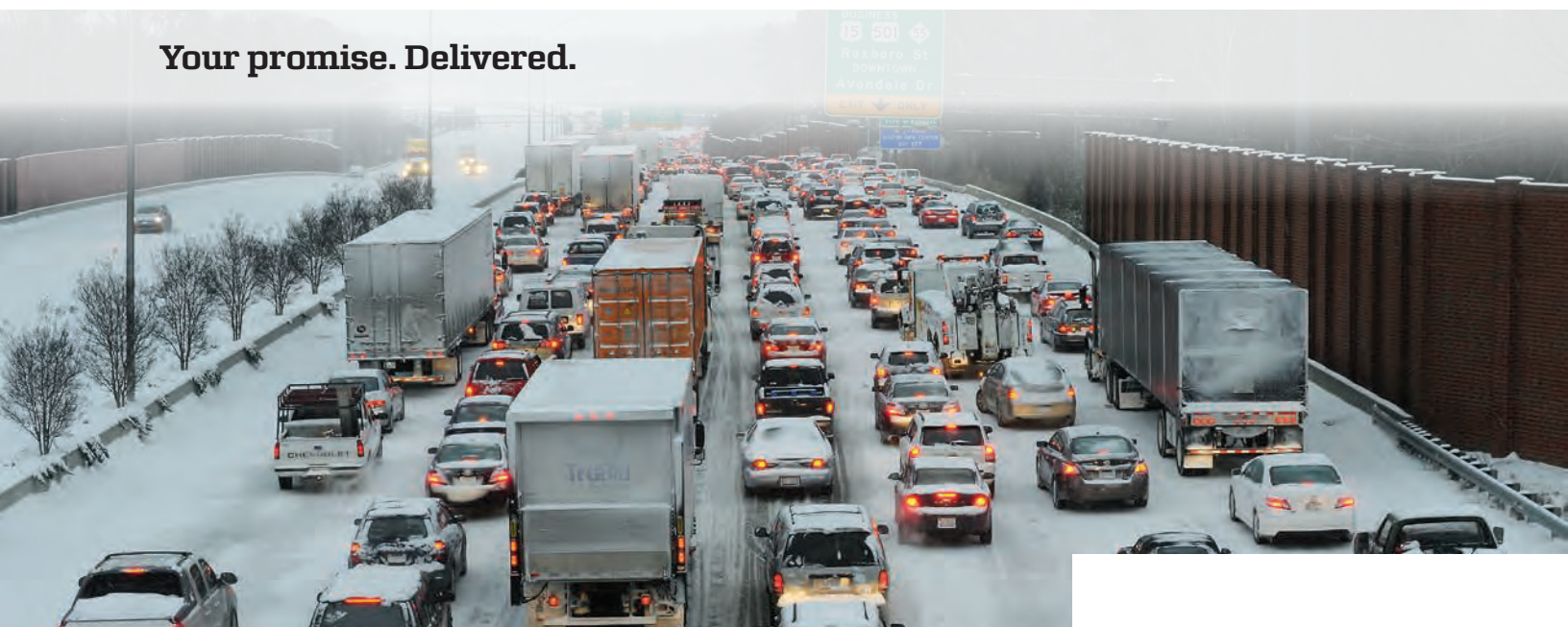
## Solution

Maersk Line's Business Continuity Planning (BCP) team, in conjunction with its Inland Operations, Customer Service and Sales teams, provided information and solutions necessary to maintain the integrity of the automaker's domestic supply chain.

With detailed, real-time information, major stakeholders were kept informed of the situation and were able to make critical business decisions based on facts. The dedicated Maersk Line team was available day and night collaborating via phone, email and text to ensure the necessary steps were being taken to ensure reliable cargo delivery. In one case, the plant gates were kept open until midnight waiting for that critical, single Maersk Line container to arrive through an intense storm. The parts that arrived at that late hour were for the next shift which prevented an assembly line shut down.

Maersk Line is committed to collaborative internal and external teamwork, being a value added partner and going the extra mile to build strong business relationships that support its customers' success.

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