



# CASE STUDY



fast

smart

responsible

## **NFI's Seamless Integration to Record-Setting Processing of Orders and Receipts Provide BMW Motorrad USA a True Solutions Services Partner**

BMW Motorrad is a brand used by German company BMW for its motorcycles, which have been manufactured since 1923. All BMW Motorrad's motorcycle production takes place at its plant in Berlin, Germany. BMW Motorrad achieved sales of 101,685 motorcycles in 2008.

### **The Challenge**

In mid-2008, BMW Motorrad USA made the decision to put its North American Motorcycle business out to bid.

### **The Solution**

With the goal of an August 2008 start date, BMW Motorrad USA awarded NFI Distribution in Edison, NJ the business for a number of reasons:

**Seamless WMS Integration:** NFI's ability to properly integrate Warehouse Management Systems guaranteed continual world-class service for BMW clients.

**Successful Transition:** NFI could guarantee that the close relationship between its OTR and Distribution Divisions would result in a smooth transition of motorcycle stock from BMW's former 3PL into NFI's Edison, NJ warehouse with minimal downtime.

**Order Processing Experience and Stability:** NFI had been in the distribution business for over 75 years and had years of industry experience processing orders for the distribution of automotive parts.

### **The Result**

NFI's ability to properly execute integration at every step of the transition ensured minimal downtime for BMW and continual world-class service for their clients.

The distribution team at NFI has set new records for the volume of BMW receipts and orders processed which is highly valued and recognized by BMW.