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<p align="center">Burlington Northern Case Analysis</p>

Burlington Northern has faced some challenges in terms of keeping up with competition, battling financial obstacles, and continuing to improve the industry. Decision makers must decide how much money they are willing to spend on a certain solution to get the best benefit(s).

I recommend that they focus on the overall system, and more specifically, work to create more tracks that allow trains to travel to each region. By doing so, this will increase the speed of delivery, decrease the need for continuous communication, more goods would be able to be shipped and delivered, and it would give more leeway when trains need maintenance.

Some of the alternatives I considered include:

- Increasing the use of technology (GPS)
- Increasing funds for ARES

Alternatives not chosen:

- Increasing the use of technology (GPS) – Increasing the use of technology would allow dispatchers to see exactly where the trains are and be able to estimate the time of arrival. Some of the main concerns with technology is that it would be both expensive and challenging transitioning an existing system to a railroad. However, as Brock Strom states, "…the programming effort is quite feasible and should be able to be implemented" (152).
- Increasing funds for ARES – ARES is very beneficial to the railroad industry as they increase safety, release some of the burden on engineers, and provide a higher quality of life as it has the potential of scheduling the crew's work, according to the case. Mark Cane, VP of Service Design mentions that "ARES could bring higher reliability to the railroad" (152). By increasing the funds, the industry could eliminate some of the underlying challenges and allow for more control of the flow.

I chose my solution – focusing on the overall system by creating more tracks that allow trains to travel to each region – because when thinking about the overall challenges, having a limited number of tracks is the main reason why there are so many concerns. If there were more tracks leading to different regions, the flow of delivery would be more controlled, and as mentioned earlier, less time used if trains were to need maintenance. Overall, creating more tracks may create a small financial burden, but when looking at the bigger picture, this will help cancel out many challenges.

<p align="center">Works Cited</p>

<p align="center">Barker, Robert. *Management of Information Systems.* Accessed 10 September 2022.</p>