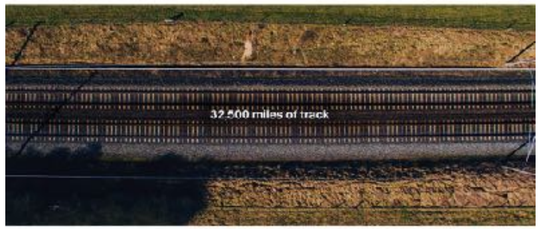
INTRO

We begin the video with a strong use of sound design and imagery, immersing the audience in this world of railways. We also intercut images of industries served by the railroad.

Example

Video is black *railroad sounds begin to fill the air*

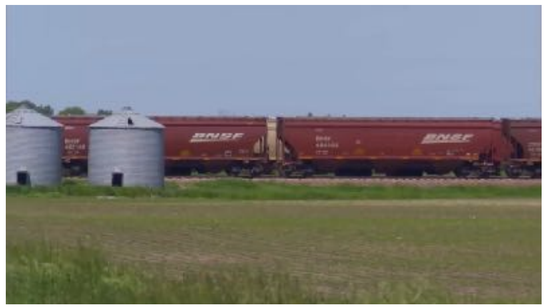


Aerial view of train tracks fade in * Sounds of train gets louder*

Callout is on train track - “32,000+ miles of track"

Sounds of trains lead to first visual of BNSF train hauling goods

Callout is revealed by train - “Serving 28 states and 3 provinces”

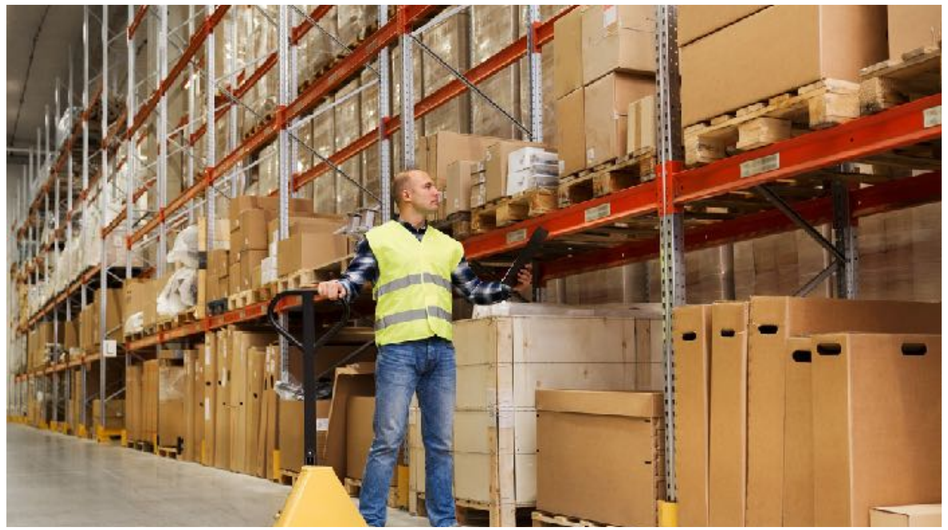


BNSF train reveals final intro callout - “160 years of innovation”

You hear voice of our fist interviewee come in with “the hook”

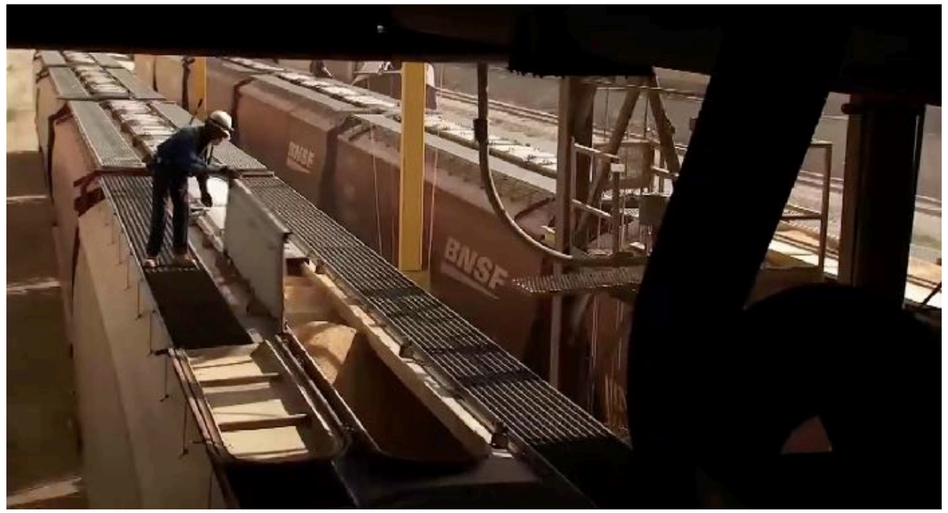
IMPORTANCE OF BNSF

Example Frames



Voices of interviewees:

Railroads connect consumers with the global marketplace.

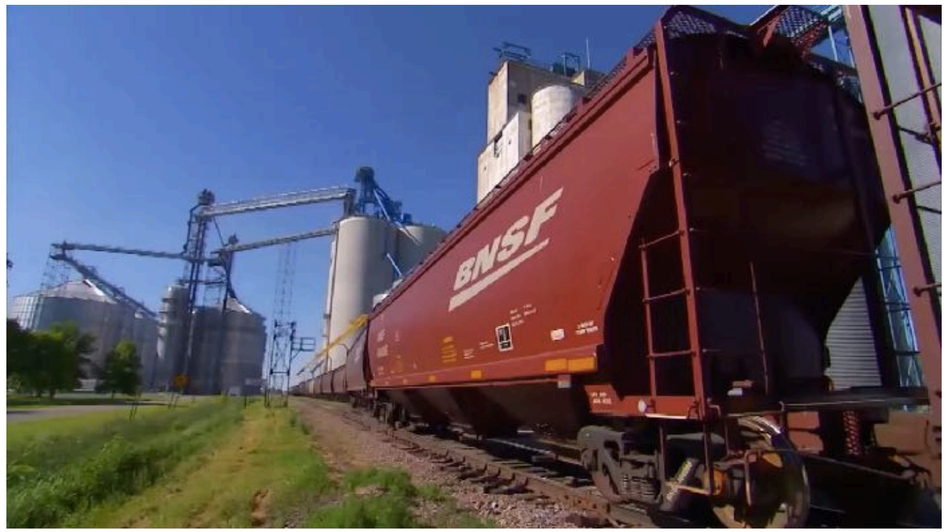


BNSF plays a major part in the supply chain that keeps the economy working.

It's a vital link for energy, fuel, intermodal transportation, and agriculture.

IMPORTANCE OF BNSF

Example Frames



BNSF moves goods from the farm to your dinner table… from factories to store shelves… by managing tightly interlinked operations with safety and timeliness.

It takes an investment in technology to make sure we move goods to our customers on time. To ensure we maintain safe, reliable operations. To make the best use of our resources.

It’s about leveraging technology to create a better railroad.

BNSF AND IBM: OPERATIONS

Example Frames

When we engaged IBM, we set out to reduce downtimes, bring safety related incidents to almost zero, and continually modernize how we interact and engage with our customers, to serve them better.

IBM supports the Transportation Support System, which provides input to 70 percent of all our other systems.

4.4 billion transactions per day

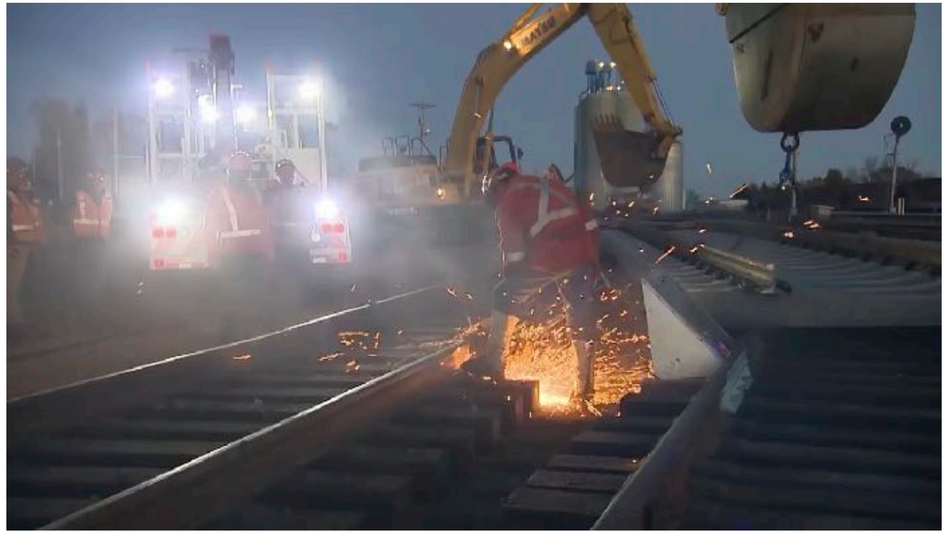
Dynamic automation to reduce outages

The resiliency of the cloud

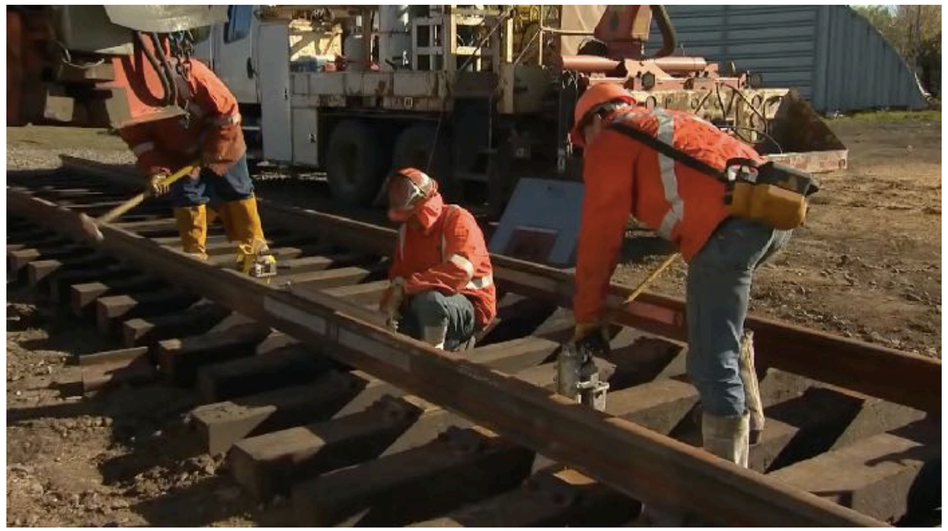
Designed for 100% availability service levels

BNSF AND IBM: INSIGHTS FROM SAFETY SENSOR DATA

Example Frames



With IBM, we have deployed an analytics-enhanced digital platform that delivers a holistic view of our rail network, letting us assess and monitor the health and mechanical conditions of cars, components and detectors.

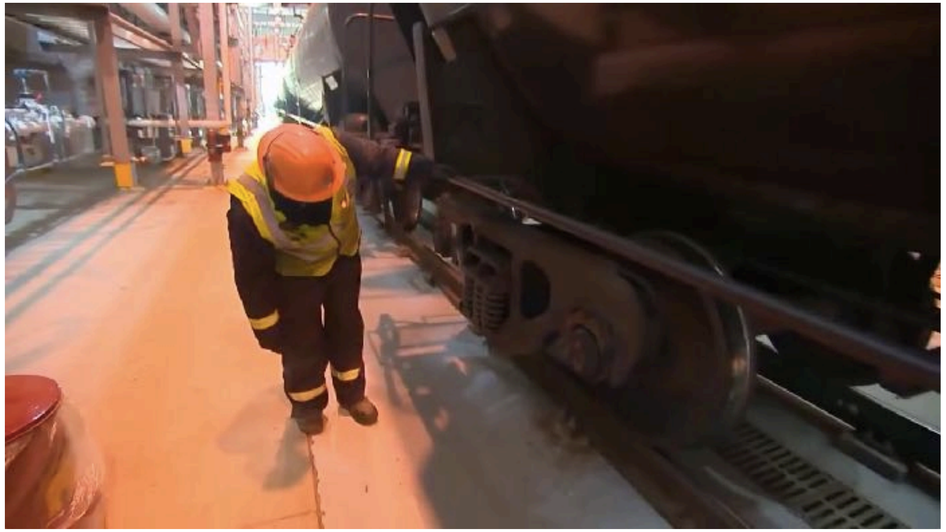


There are 13 detector systems that provide defect data, from cracked wheels to hot bearings.

More than 2,000 detectors collect data 24/7 across the system.

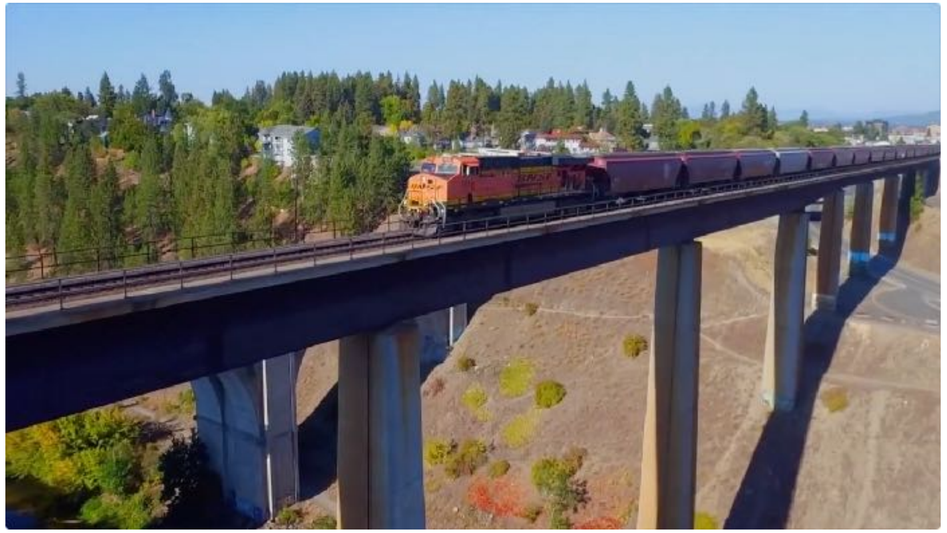
BNSF AND IBM: INSIGHTS FROM SAFETY SENSOR DATA

Example Frames



Inspection vehicles use lasers to measure track geometry and ultrasound to inspect rails for internal defects.

We get the data we need to prioritize repairs and maintenance, to make the best use of our resources.

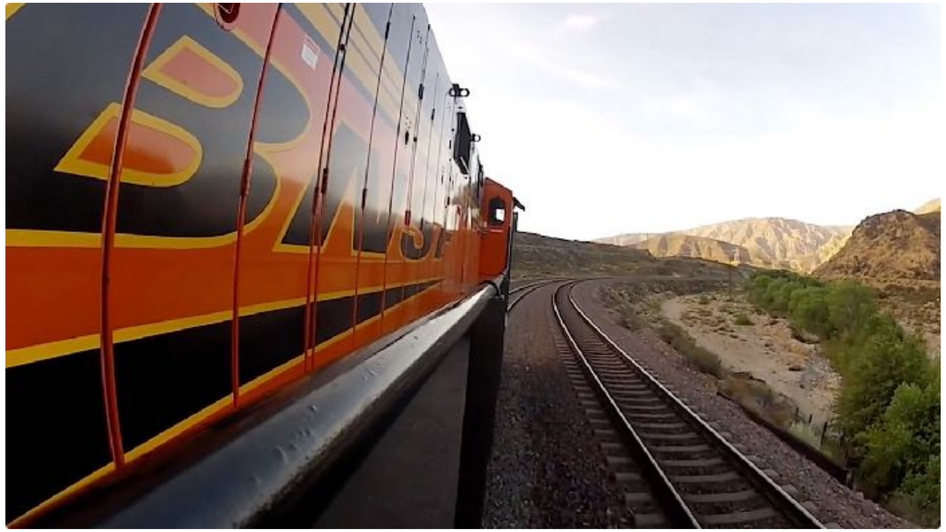


Thanks to our collaboration, our operations are now Instrumented, Interconnected and Intelligent.

Customers see the benefits in the form of reliable, consistent service.

WRAPUP

Example Frames



BNSF and IBM are partners in providing reliable transportation that people depend on.

Giving American industry a tremendous advantage through an efficient supply chain.

Using data to drive the economy.