



Decisions...decisions... decision making is a whole lot easier these days, especially if you are a part of the marketing and operations groups at the Dakota, Minnesota and Eastern/Iowa, Chicago and Eastern Railroads.

The DME/ICE was one of the first users to adopt the new RailConnect query tool to extract information from its database. The query tool has enabled DME/ICE users to access and work easily with information and statistics, and to import that information into a Microsoft® Excel format. They now have the flexibility to work with data and custom-designed reports based upon individual needs.

Competitive and forward thinking, the DME/ICE marketing group currently uses this powerful tool to track market trends and conduct market analysis to identify new opportunities. Beyond marketing, the organization has also expanded its use of this easy-to-use tool to compliment RMI'S RMS, TMS, and Car Hire systems for performing functions such as revenue analysis, invoicing, car movement record auditing, and accounts receivable.

The DME/ICE now has the ability to easily access and analyze information, making it more self-sufficient through successful decision making -- an invaluable asset for a growing company.