



Crude Carrier Logistics and Marketing Strategy Development

BACKGROUND INFORMATION

Ascend Energy Solutions offers solutions to transport operators to maximize their regional margins and expand their organic growth. We develop carrier market strategies, as well as help develop new transport rate agreements to improve overall financial returns. Our experienced team has successfully developed logistics and marketing strategies for more than 10 clients over the past two decades.



ABOUT THE CLIENT

Our client is an experienced crude transport carrier that moves production from the well head to multiple offloading facilities that directly supply pipeline or refinery feedstock commitments. Their services take advantage of the abundance of crude oil liquids production in the United States by providing the transportation logistics to meet the producer and crude supply purchaser market integration needs.

THEIR CHALLENGE

Our client was pursuing an opportunity to expand their operational services in a high growth area. In a market with rapidly changing production supply, they needed a solution to capture expanding market share opportunities, while also optimizing their carrier rates with existing customers. This solution required both market rate studies and an updated business plan for their regional operations.

They chose Ascend to develop their strategy due to our previous experience as transportation logistic operators and marketers across multiple U.S. crude basins. Our team has connections with upstream and downstream operators, as well as other transportation logistical service providers employed to connect the barrels between upstream and downstream markets.

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OUR SOLUTION

Ascend's approach to the challenge was to develop an updated business plan strategy for the targeted regional operations. This strategy was developed through relationships with crude oil marketing and supply companies, other regional transport carriers, and various regional midstream/downstream operating companies.

Ascend also developed new carrier pricing models. By using our relationships with producers, purchasers, and midstream companies, as well as analyzing regional third-party carrier information, we developed a strategy to optimize our clients market rates and secure new competitive carrier contracts. We also worked with our client to identify key service and performance metrics critical for customer satisfaction and retention.



RESULTS

In a rapidly growing supply market with competitive transportation logistic opportunities, it's critical for regional service providers to maintain an updated business strategy that reflects both market opportunities, while maintain competitive pricing strategies.

Ascend's strategies for carrier logistics marketing and price modeling allowed our client to achieve additional revenue streams of \$5 to 8 million per year.



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