



EXPERIENCE LOGISTICS

# AI IN LOGISTICS | FROM PILOT TO MEASURABLE BUSINESS VALUE



# SITUATION

In mid-2024, the Group pursued numerous AI pilot projects – but without a consistent reference to existing business processes. The following challenges occurred:

- Lack of visibility into end-to-end operations
- No clear prioritization and common goals
- Employees had reservations and feared that the AI would replace workplaces instead of supporting them
- Fragmented initiatives
- Low scale
- Hardly measurable business benefits

# OUR APPROACH

- Support in the introduction of cross-departmental process mapping sessions in order to make end-to-end processes transparent and to identify AI potentials in a targeted manner
- Help in prioritizing top use cases with WSJF and concretizing them in design sprints
- Making use of the developed AI MVPs for forecasts in disposition and maintenance as well as for automated document review
- Establishment of change measures so that AI could be used and experienced as a supportive tool
- Capacity building



# RESULT



- Cost effects through process automation and better forecasts in pilot areas (double-digit percentages possible).
- Shorter throughput times and faster decisions in scheduling and planning (clearly noticeable in day-to-day business).
- New digital services (e.g., proactive customer insights) thanks to improved predictive capabilities.
- Higher employee satisfaction thorough reduction of monotonous activities.
- AI is experienced as support.
- Permanent alignment: Joint roadmap and governance for scaling further AI use cases.





# CUSTOMER QUOTES

“Our teams today experience AI as a helpful assistant. The initial skepticism has given way to a constructive spirit of optimism.”

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