

AI in logistics: Over-hyped and under-estimated in parallel.

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AI took the long way to hype

Alan Turing
“can machines think?”

Deep Blue
beats Gary Kasparov
in chess.

OpenAI
starts testing GPT-3

1959

2011

1950

1997

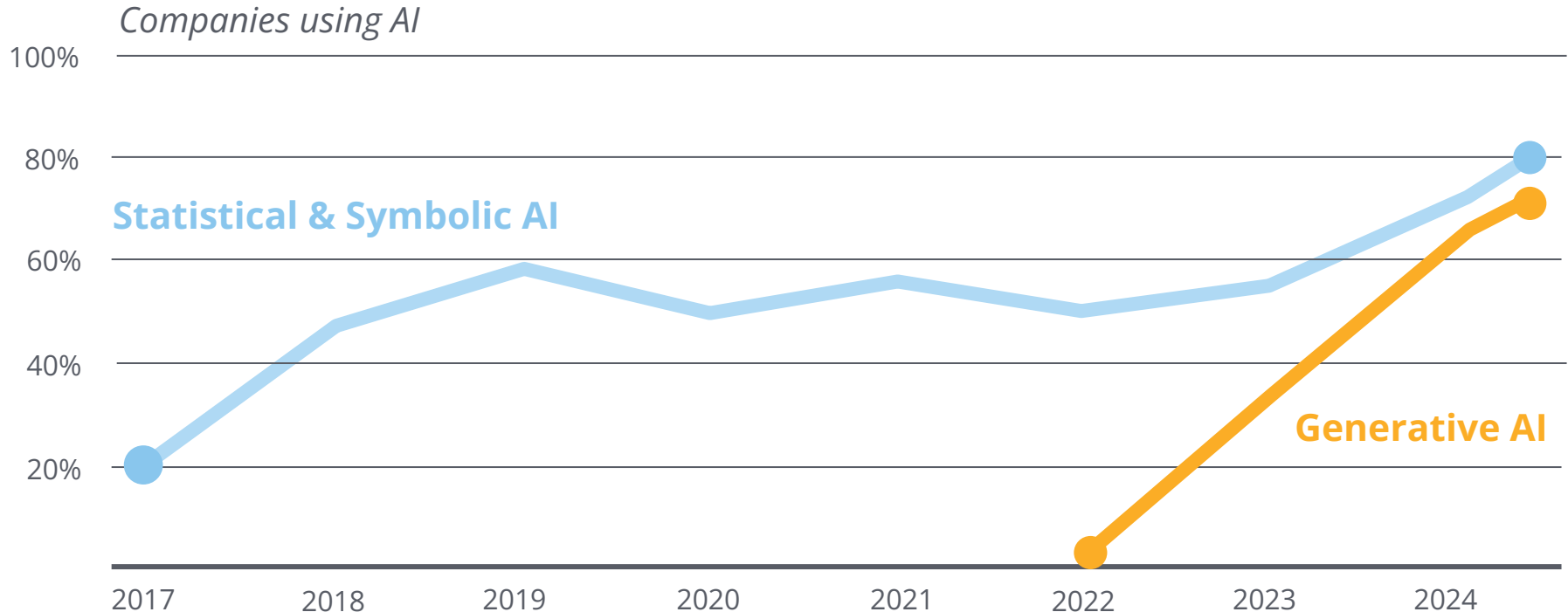
2020

Machine Learning
term used for the first time

Virtual assistant
Siri and co arrive



Generative AI triggered a surge in other AI. Nearly every company now adopts AI.





AI native velocity

Fast **revenue**, low **headcount**

	Staff	Annual revenue	Company age
Midjourney	100	>\$300m	~2 Years
Lovable	18	\$150m	~8 Months
ElevenLabs	50	>\$200m	~3 years
Cursor	110	>\$500m	2 years



Avoid the hype

Some AI Use Cases which Work



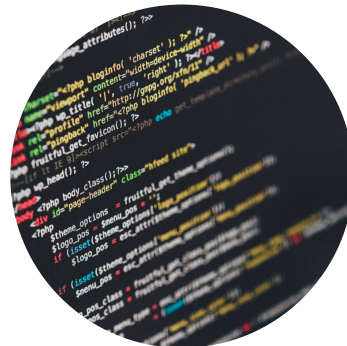
New generation of LLMs arrive with a new method of interaction



Create text



Generate Images,
Video, Audio



Write code



Autonomous Procurement

Your AI dealmaking agent procures spot loads

10%

Lower Spot Rates

80%

Less FTE-capacity for
buying process

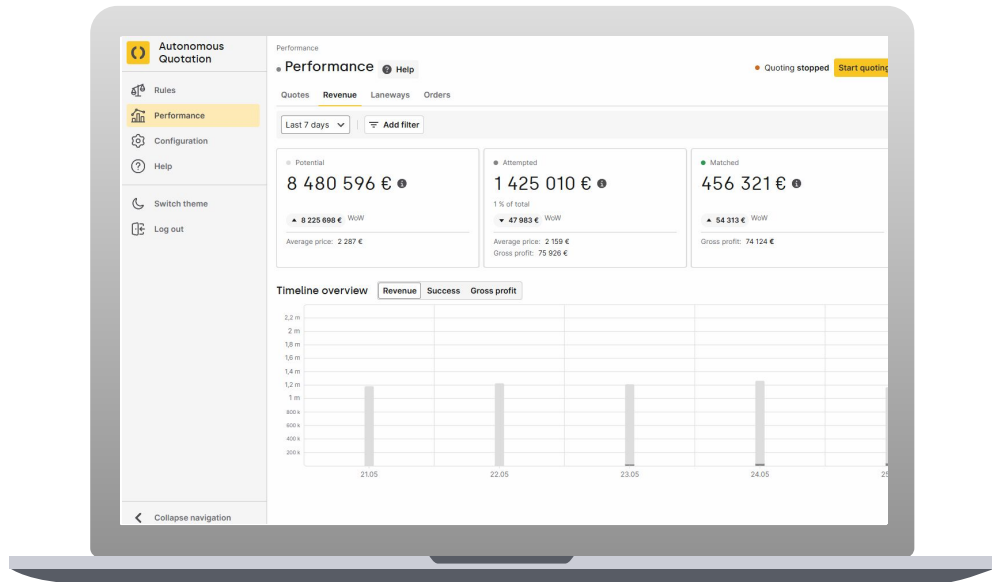


Autonomous Quotation

Handle structured and unstructured input for auto-quoting

2 Seconds

To quote





Autonomous Buy&Sell is a reality

Some statistics from our network

 **25%**

Of spot buying
now via AP

 **20%**

Of EU AP spot
has an offer in
10 seconds

 **70%**

Of AP spot is fully
autonomous

Year-on-Year
Growth
80%



Carrier Onboarding and Vetting

Quick, Automated, Safe

Complete your verification to start bidding

We're committed to maintaining a secure and compliant bidding environment. To enable your participation, we need to verify your company's details. Please provide the requested information, and we'll promptly process your application.

VAT Number

565456545

SUBMIT

Pending

Fleet type

Subcontracted Fleet Only

SAVE

① This information will determine the required documents

Documents

[Company Registration](#)

Pending



Cargo Insurance

UPLOAD

CLOSE

Spot Rate Prediction

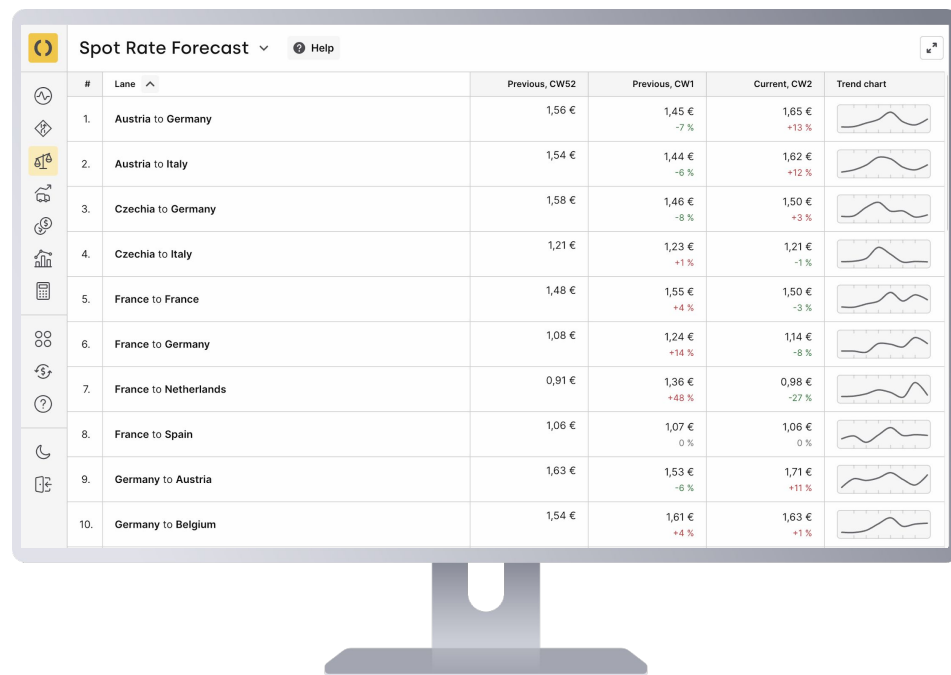
Forecast on market developments

Daily

>100k FTL

> 300 corridors

For best-in-class predictions





Estimated Time of Arrival (ETA)

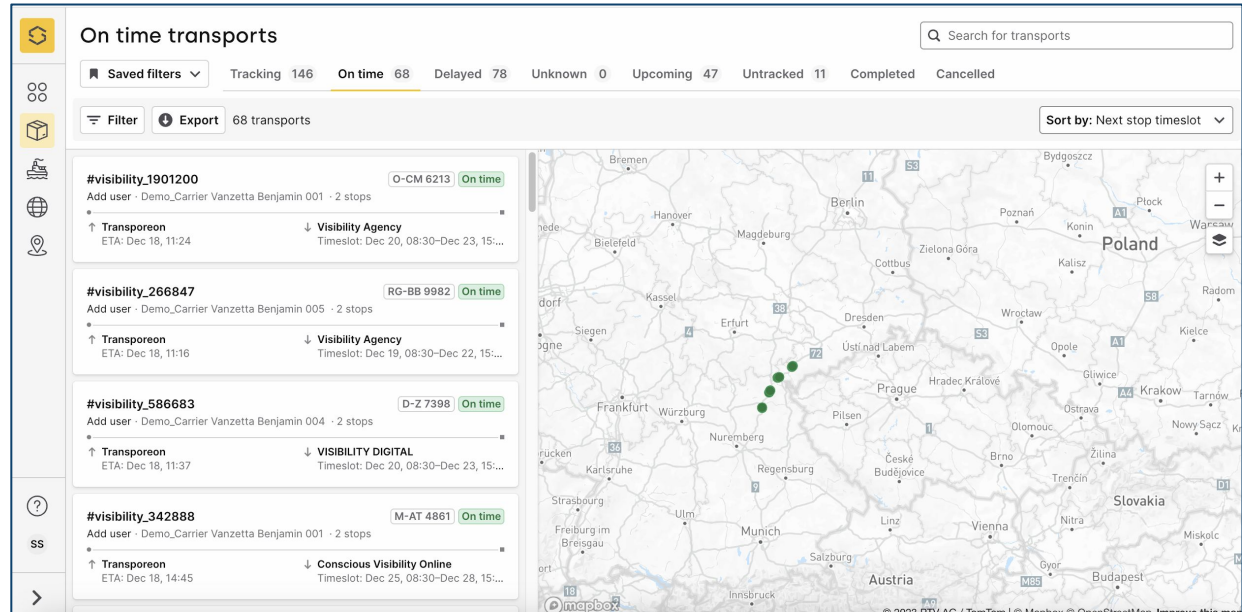
Daily

>500.000 trucks

>110 countries

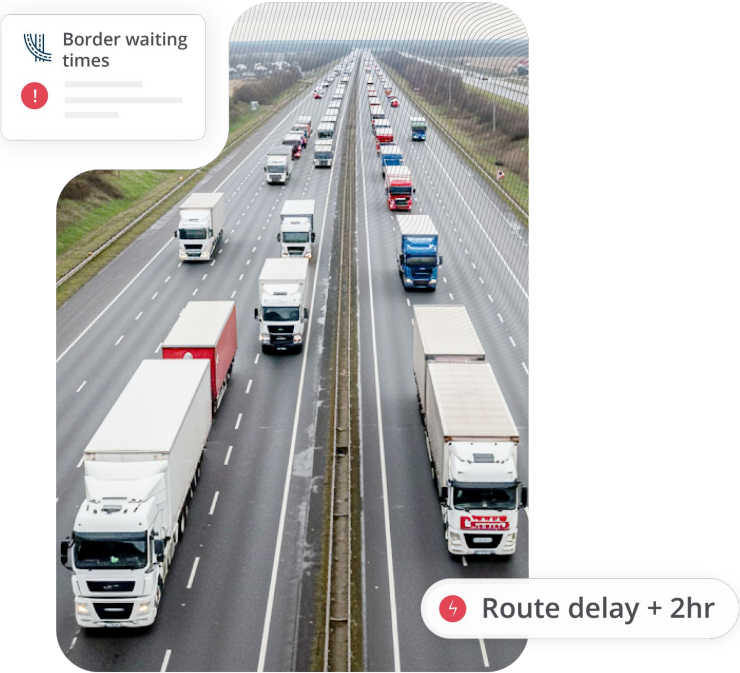
>125 Mio GPS data points

For your best prediction





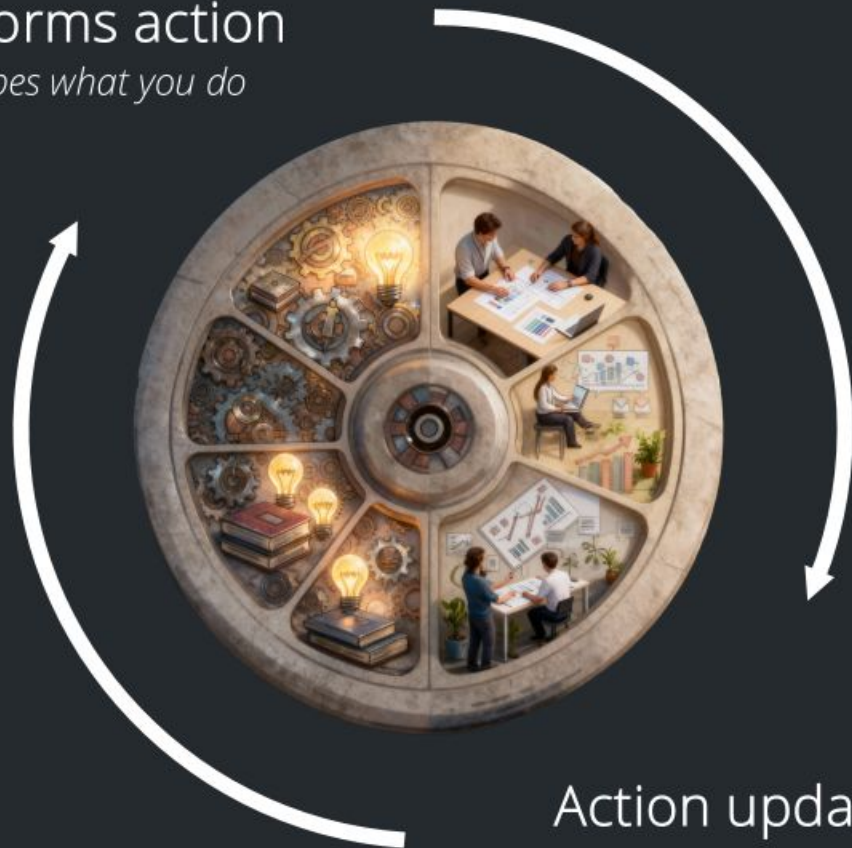
Route delays and border waiting times





Knowledge informs action

What you know shapes what you do



Action updates knowledge

What you do expands what you know



AI as Colleagues



Engineering

Write specifications,
unit tests, code, and
documentation



General Helpers

Information
processing that every
department needs.



Customer Care

Validate new carriers.
Handle customer
tickets.



Summary

AI performs similar to any good assistant:

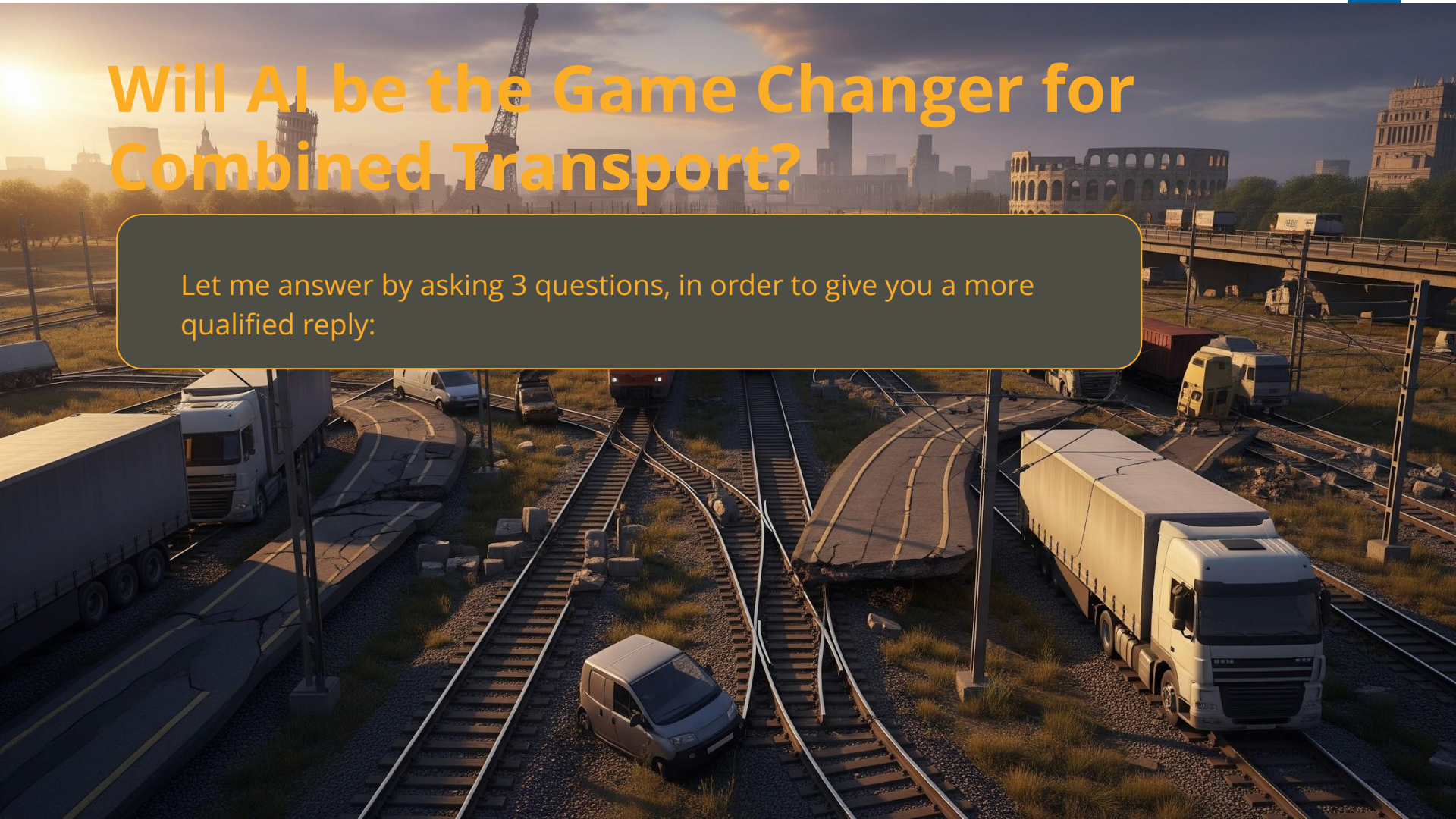
- AI works hard
- AI works pretty fast
- AI can digest a massive amount of data

However,

- AI isn't fit for every purpose (marketing communication, granular research, eg.)
- You've got to carefully review the work performed by AI, same as with any assistant
- Without good quality data you can only get scrap from AI!!!

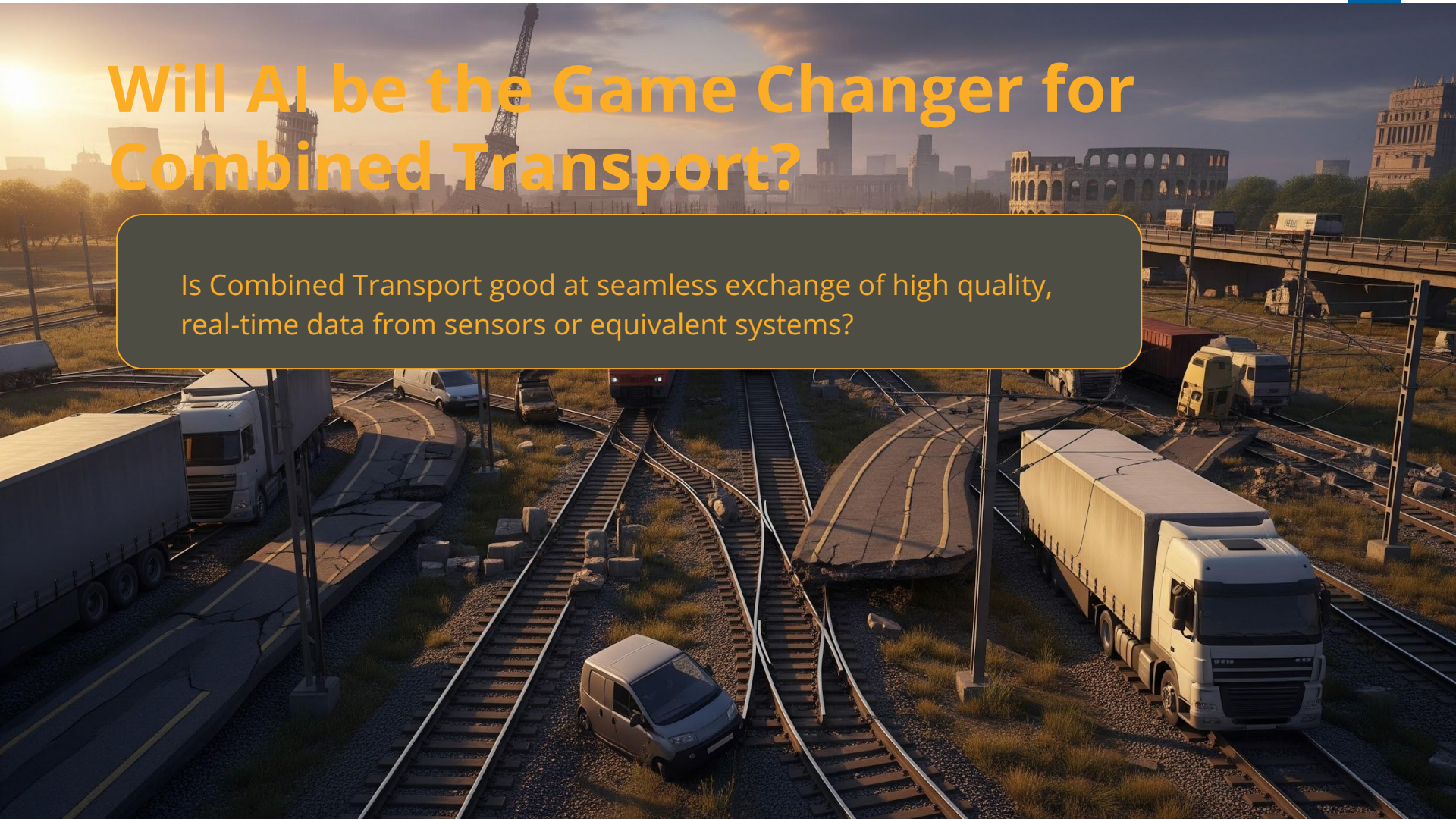
Will AI be the Game Changer for Combined Transport?

Let me answer by asking 3 questions, in order to give you a more qualified reply:



Will AI be the Game Changer for Combined Transport?

Is Combined Transport good at seamless exchange of high quality, real-time data from sensors or equivalent systems?



Will AI be the Game Changer for Combined Transport?

Does the majority of operators in rail and intermodal freight use operating systems different to Excel?



Will AI be the Game Changer for Combined Transport?

Are the providers of rail and intermodal freight prepared to replace a significant share of low to mid qualification workforce by AI assistants?



Will AI be the Game Changer for Combined Transport?

AI will be a need but unlikely to deliver any advantage for Combined Transport over Road Freight!

For Combined Transport and Rail Freight AI is a must, but don't expect any competitive advantage.





O sã reușim!

Chúng tôi đã nhận được điều này

Damy radę

พวกเราทำได้!
Разберемся
Ye be tumi aye

Kua riro e tatou
Wij kunnen dit

Gyda'n gilydd dawn trwy hyn

Tumepata hii

நம்மால் இது முடியும்

Juntos lo lograremos

我們能做到

Juntos chegaremos lá

ми цього досягнемо

On peut le faire

Juntos conseguiremos

Tá seo againn

Possiamo farcela

Ons het dit

Meg tudjuk csinálni

We've got this!

على قدر التحدي

Vi grejar det

हम होंगे कामयाब

Kita dapat ini

Mes tai jveiksim

Idemo dalje

Homma hanskassa

ਸਾਨੂੰ ਇਹ ਮਲਿਆ

Zvládneme to

Nakuha namin ito

לנו לא נהיה

Wir packen das

Başardık

私たちならできる

Nous avons ceci

우리는 해냈다