



DIGITAL BUZZWORD AI – HOT OR NOT?

# A Critical Fact Check on Artificial Intelligence for Logistics

Artificial intelligence - what can this buzzword actually do for the logistics industry? For DB Schenker, AI is less science fiction but adds real value in day-to-day business. As a tool, it imitates human abilities, but does not replace them. Rather, it helps to make fact-based decisions and thus stabilizes supply chains and increases efficiencies in transport. At DB Schenker, artificial intelligence finds points of contact, for example, in the interface with the customer (e.g. with dynamically optimized offers and prices), within the forwarding process (e.g. through transparency and forecasting capabilities), and in the optimization of transports (e.g. in network design and optimization) and warehousing processes (e.g. in demand and sales forecasts).

Three concrete examples of the use of AI at DB Schenker:

- **Mathematical optimization** solves common problem areas in logistics. It can optimize ZIP code catchment areas, tours, and container loads so that transports can be bundled.
- In selected warehouses and terminals, process flows are recorded in real time using **computer vision** technology to better understand the status quo and be able to control operational processes more precisely. For example, objects can be identified and tracked, and utilization analyses can be performed.
- Using **natural language processing** methods, Schenker can both improve the performance of its chatbots and automatically detect and correct data quality problems.

Since any applied AI is only as good as the data on which it is based, a key area of action for Schenker is to systematically drive forward the availability and quality of data. The decisive factor is above all a pronounced and practiced data culture in the company.

More information on [DB Schenker's homepage](#).



**Joachim Weise**  
SVP Global Data Strategy & Analytics