



Logistics Optimization for a Global Leader

Energy Automation & Freight Efficiency

Document Type
Case Study Report

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Global Energy Conservation & Automation Company

DOCUMENT TYPE
Energy & Automation

CLIENT TYPE
Worldwide Distribution Network

LOCATION
Global

Sector Focus: Energy automation and distribution with complex, high-volume freight operations across global channels.



Executive Summary

A global energy automation company was struggling with high logistics costs and minimal cost visibility. Freight operations lacked accurate data, leading to missed savings and inefficient routing. Translytics conducted a detailed logistics performance audit using AI-powered benchmarking and advanced freight analytics. The solution cleansed thousands of transporter records, improved cost-to-serve visibility, and optimized routing — resulting in over ₹25L in monthly savings from just three focus regions.

₹25L+

Monthly Savings

100%

Accuracy

1,200+

Routes Analyzed

18%

Mileage Reduction



Challenge

The client was operating in the dark across major logistics regions:



Freight Blind Spots

- High logistics spend lacked traceability
- No view of freight benchmarks
- Fragmented data across regions



Routing Inefficiencies

- Unoptimized shipment routes
- Duplicate transporter records
- Manual data audits causing delays

Business Impact



₹ Crores in untracked logistics spending



Ineffective freight decisions across global hubs



Low confidence in routing and cost data

Solution



Translytics Freight Optimization Framework

AI-led platform designed to expose hidden inefficiencies and unlock savings across freight networks.



Freight Spend Analysis

- ✓ Benchmarked costs across lanes and routes
- ✓ Identified underperforming freight hubs



Data Cleansing & Validation

- ✓ De-duplicated transporter records
- ✓ Improved ERP and shipment master quality



Cost-to-Serve Intelligence

- ✓ Pinpointed profitability gaps across customer routes
- ✓ Enabled smarter regional shipping decisions

Impact & Results

Qualitative Improvements

- ✓ Clear understanding of freight cost structure
- ✓ Improved control over logistics operations
- ✓ Accurate reporting and analytics pipeline
- ✓ Unified dashboards across logistics functions

Annual Impact Projection

₹3 Cr+
Annual Savings

25%
Routing Optimization

100%
Clean Shipment Master

100%
Freight Leak Reduction

Technology & AI Implementation



AI & Machine Learning Components

- Freight benchmark engine
- Route performance visualizer
- Transporter scoring & anomaly detection



Integration & Platform Features

- ERP & TMS sync
- Dashboards for logistics, finance & sourcing
- Policy gap monitoring & alert system

Future Enhancement Roadmap



Phase 2: Dynamic Freight Rate Prediction

Real-time rate suggestions using market trends and historical data



Phase 3: Carrier Performance Analytics

Scoring carriers based on delivery timelines, cost efficiency, and service reliability



Phase 4: AI-Driven Lane Reallocation

AI-powered suggestions for shipment consolidation and smarter lane planning in real time