

A Leading Indian Glassware & Consumer Products Manufacturer Transforms Logistics with AI-Powered Fleet Analytics

About the Customer

A leading Indian glassware and consumer product manufacturer managing a large and complex logistics network across the country, specializing in high-quality laboratory equipment, microwaveable kitchenware, and consumer lifestyle products.

The Challenge

Managing a vast distribution network across India presented significant hurdles in maintaining cost efficiency and operational transparency. The manufacturer faced difficulties in optimizing fleet utilization, tracking real-time transporter performance, and identifying hidden cost leakages. Without a centralized view, the procurement and logistics teams struggled with manual data processing and lacked the necessary insights to ensure fair bidding and rigorous cost governance.

1	Manual Data Silos: Fragmented shipment logs and bidding records across multiple sources.	4	Delayed Decision Making: Manual analysis of transporter reliability led to slow vendor selection and negotiations.
2	Lack of Real-Time Visibility: No centralized dashboard for fleet utilization or route-level costs.	5	Operational Leakages: Inability to proactively flag transporter inefficiencies or SLA non-compliance.
3	Bidding Inefficiencies: Difficulty in identifying unusual pricing patterns or repeated anomalies in the bidding process.		

The Solution

To address these challenges, the manufacturer partnered with DSW to implement an automated, AI-driven fleet management and transport analytics system built on the UnifyAI and AgenticAI platforms. This solution integrated Agentic AI-powered insights and real-time alerting to create a unified data model for logistics intelligence.



Unified Data Integration: Consolidated historical transporter data and shipment logs into a single source of truth.



GenAI-Enabled Insights: Automated summarization of historical trends and performance deviations using Agentic AI.



AI-Driven Alerting: Proactive notification mechanism to flag unusual pricing and bidding anomalies.



Interactive Visualization: Self-refreshing dashboards for real-time tracking of KPIs and route-level cost comparisons.



Human-in-the-Loop Design: Integrated domain expert feedback to refine model explainability and build trust in AI outcomes.

Business Impact

Driving Operational Excellence and Cost Governance: The AI-powered solution has empowered the organization to move from reactive logistics management to proactive, intelligent decision-making. By establishing a scalable AI framework, the manufacturer has not only optimized its current fleet operations but also created a foundation for extending AI-driven analytics across other procurement and vendor management functions.

Business Outcomes

- **60%** reduction in manual analysis time through automated AI summarization.
- **8-10%** estimated reduction in logistics costs by identifying pricing inefficiencies.
- **Real-time** transparency into historical bidding patterns and transporter reliability.
- **Automated SLA tracking** leading to higher transporter accountability and performance.
- **Faster procurement** cycles driven by data-backed vendor selection models.