



**DRIVING EFFICIENCY DATAMATICS
HELPED LOGISTICS PROVIDER
REDUCE SHIPPING COSTS**

DATAMATICS

The client is a leading logistics and supply chain solutions provider in India, headquartered in Gurugram. It has a workforce exceeding 6,000+ and a vast network of over 1,500 branches, serving diverse sectors such as automotive, retail, chemical, pharma, and renewables. With decades of experience and a strong presence across India, this well-established logistics provider manages large-scale operations spanning multiple industries.

The Challenge: A struggle in Scaling Operations Efficiently

The client expanded its operations, managing costs and efficiency became increasingly complex. With a vast fleet of vehicles operating across different regions and a warehouse network spanning 12 million square feet, optimizing logistics was a growing challenge.

These issues led to increased shipping costs affecting profitability and operational efficiency. Managing different transportation modes—trucks, ships, and flights—introduced additional coordination challenges, occasionally impacting supply chain efficiency. At the same time, ensuring seamless warehouse operations and improving resource utilization became essential to maintaining service quality. To sustain its growth and remain competitive, the company recognized the need for a solution to streamline its logistics processes, optimize costs, and enhance overall efficiency.

The Solution: Advanced Analytics with Datamatics

To address these challenges, the company partnered with Datamatics to optimize its logistics operations and improve cost efficiency. The solution focused on streamlining processes, enhancing visibility, and leveraging data-driven insights for better decision-making. They developed a hybrid model approach using advanced analytics techniques

Advanced analytics techniques were implemented to improve fleet and warehouse utilization, ensuring smoother coordination across multiple transportation modes. Integrated dashboards and automated reporting provided real-time visibility into shipping costs, enabling proactive cost management and resource allocation.

Employing methodologies such as Ant Colony Optimization and Genetic Algorithms, The result was a tailored strategy that not only enhanced fleet management efficiency but also ushered in significant cost optimizations, bolstering the company's financial health.

Impact: Streamlined Operations

21%

Reduction in the average shipping time

28%

Reduction in total shipping cost

2.9 to 4.1

Customer satisfaction ratings increased

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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