# Companies leverage technology to transform logistics and supply chain management



In the evolving landscape of logistics and supply chain management, a growing number of companies are harnessing artificial intelligence (AI) and automation to enhance process efficiency and respond to shifting market demands. Notably, Om Logistics and Savoye are leading the charge in applying these advanced technologies to improve operations within their respective domains.

Raghav Singhal, Executive Director of Om Logistics Limited, emphasised in a recent interview with CXOToday that the firm is committed to leveraging sustainable supply chain practices and innovative technologies to maintain its competitive edge. The company operates an extensive network comprising over 750 branches and a fleet of more than 6,000 GPS-enabled vehicles, facilitating nationwide delivery to over 27,000 pin codes. To meet customer demands for efficient logistics solutions, Om Logistics focuses on implementing advanced technologies such as route optimisation, geofencing, and real-time tracking systems. These innovations, Singhal noted, have streamlined processes and reduced reliance on manual operations, yielding a more cost-efficient and resilient supply chain framework.

Singhal also highlighted Om Logistics’ proactive stance on environmental sustainability, stating that the company has made significant investments in electric and compressed natural gas vehicles. This initiative aims to lower carbon emissions and reduce air pollution. Additionally, the logistics provider has implemented measures such as solar energy utilisation in warehouses and the promotion of waste minimization through recycling practices. Such efforts reflect a comprehensive commitment to creating a greener operational model.

On the training front, Om Logistics recognises the importance of a skilled workforce in meeting evolving consumer expectations. The establishment of the Om Institute of Logistics and Supply Chain Management, which offers specialised education and internships in logistics, plays a crucial role in bridging the knowledge gap between theory and practical application. This focus on continuous employee training underpins the company's strategy to enhance operational efficiency and service quality across the logistics sector.

In a parallel development, Savoye, a notable player in the GCC logistics space, unveiled its ambitious plans at the Logimotion event to reshape warehouse operations through AI and automation. The company aims to develop a barcode-free warehouse system, establishing a new frontier in operational efficiency. “Investing in infrastructure and technology has allowed logistics companies to adapt and meet the growing demands for effective delivery, transportation, and warehousing solutions,” remarked Alain Kaddoum, Managing Director of Savoye Middle East. He expressed confidence that integrating advanced solutions tailored to specific client challenges would significantly improve logistics efficiency across the region.

The GCC logistics market is poised for expansion, with investments in warehouse automation technology projected to reach USD 1.6 billion by 2025. Savoye's strategic focus aligns with the broader trend of integrating logistics operations with technology, driven largely by the surge in online retail and global logistics demands expected to exceed EUR 14 trillion by 2028. Such trends necessitate a collaborative approach among various stakeholders to navigate the complexities inherent in modern supply chains.

As these companies illustrate, the integration of technology, environmental sustainability, and workforce development is essential in shaping the future of the logistics sector. Their initiatives not only demonstrate an understanding of current market drivers but also highlight a commitment to innovating and expanding their operational capabilities in response to emerging business realities.

Source: [Noah Wire Services](https://www.noahwire.com)

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