iPurvey and RailX Case Study

Optimizing **Supply Chain** Operations

Overview

iPurvey, a leader in AI-driven disruption management, partnered with RailX to enhance the efficiency and sustainability of its supply chain operations. This collaboration was part of a pilot project through Digital Catapult, aimed to validate and refine iPurvey's AI technology in real-world settings

The Challenges

- ***Operational Inefficiencies:***
  Suboptimal cargo scheduling and routing.
- ***Environmental Impact:***
  High emissions due to reliance on road transport
- ***Cost Overruns:***
  Rising operational and maintenance costs
- ***Customer Satisfaction:***
  Need for more reliable and transparent service

Solution

iPurvey's AI-powered disruption management platform was integrated into RailX's operations to address these issues.

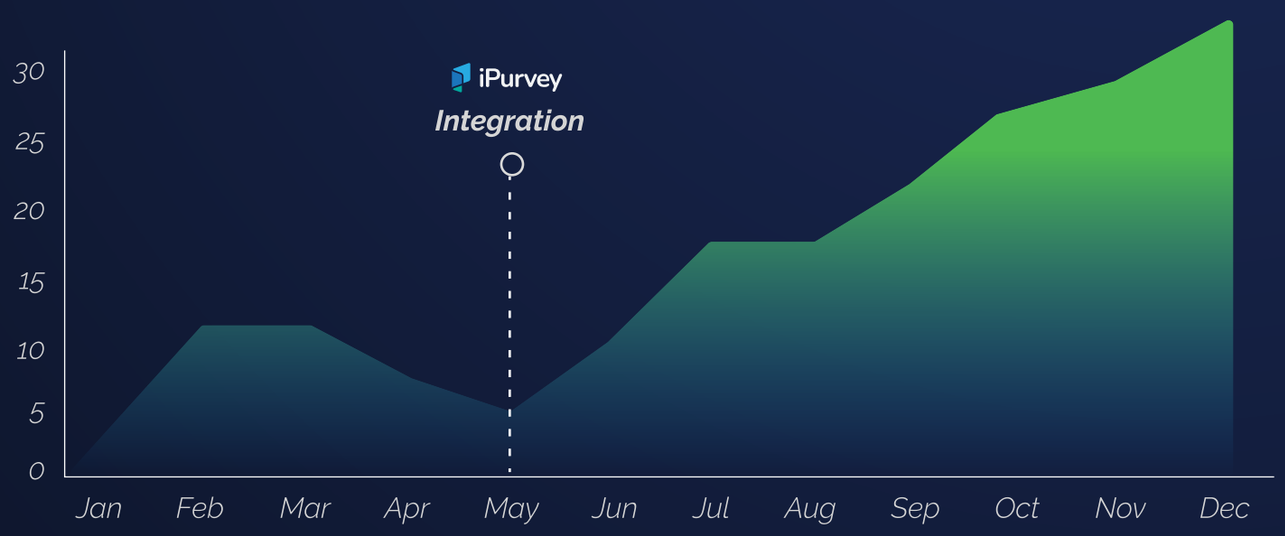
Enhanced Operational Efficiency:

Optimized Cargo Movement

AI models to forecast demand and optimize scheduling & routing, improving rail & road transport efficiency.

Reduced Congestion

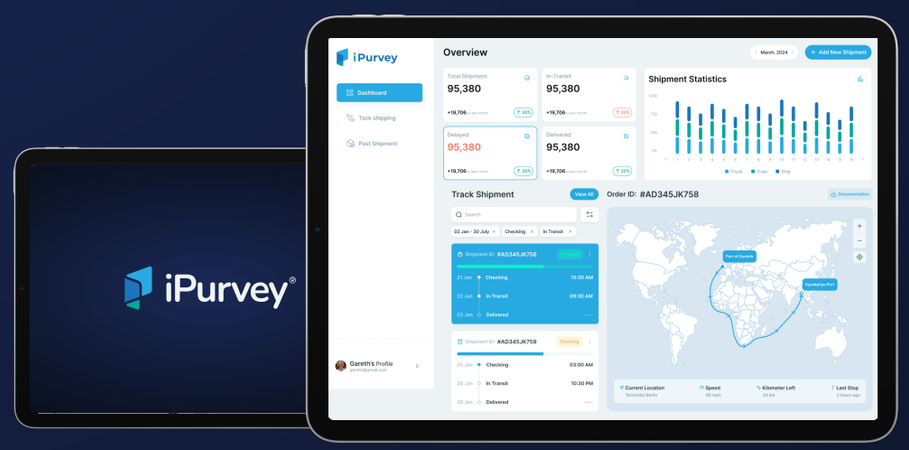
By predicting peak times and adjusting schedules, the platform minimized congestion at ports and transport routes



Cost Savings

Operational Costs: *Reduced fuel and labor costs through optimized transport.*

Maintenance Costs: *Lowered road maintenance expenses due to decreased road traffic.*



Environmental Impact Reduction:

Lower Emissions: *Optimized rail usage reduced reliance on road transport, lowering carbon emissions.*

Energy Efficiency *Improved rail transport efficiency led to reduced fuel consumption.*

Improved Customer Service:

Reliable Scheduling: *Enhanced accuracy and reliability of delivery schedules.*

Enhanced Transparency: *Real-time updates and forecasts improved customer trust and satisfaction.*

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Strategic Planning and Decision Making:

Data-Driven Insights: *Provided actionable insights and scenario analysis for informed decision-making*

Scenario Planning: *Allowed RailX to evaluate various strategies and make proactive adjustments.*

Increased Throughput and Capacity Utilization:

Maximized Throughput: *Improved container throughput through better prediction and resource allocation.*

Resource Allocation: *Optimized use of manpower and equipment.*

Competitive Advantage:

Innovation Leadership: *Positioned RailX as a leader in innovation and Sustainability*

Customer Attraction and Retention: *Enhanced operational efficiency and environmental stewardship attracted and retained customers*

Results

Operational Efficiency

RailX achieved a significant reduction in operational costs & improved resource utilization.

Environmental Impact

Notable decrease in carbon emissions due to optimized rail usage.

Customer Satisfaction

Improved delivery reliability & transparency led to higher customer satisfaction and retention.

Cost Savings

Realized up to 30% savings in operational costs & reduced maintenance expenses.

Conclusion

The pilot project with RailX demonstrated the transformative impact of iPurvey's AI-powered disruption management solution. By optimizing supply chain operations, reducing environmental impact, and enhancing customer service,iPurvey has set a new standard in the freight industry. This case study underscores iPurvey's commitment to innovation and sustainability, aligning with global goals for industry advancement and climate action