

CASE STUDY

# How GMG is Redefining Commerce with AI & Ensured 12% Reduction in Overall Transportation Costs

## About the Customer

GMG (Gulf Marketing Group) is a global retailer and distributor for a portfolio of 120+ global brands across 12 countries. It manages 650+ stores and is powered by more than 10,000 employees.

## Key Challenges

- Underutilization of own fleet resulting in higher delivery costs
- Inability to efficiently scale operations across countries in the Middle East
- Siloed and disintegrated management of 3PLs for outsourced deliveries
- Absence of tech-powered strategies to plan and optimize routes and allocate tasks
- Inefficient management of own and outsource fleet caused under and over utilization of resources



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## GMG Deployed Shipsy for its Brands Across Industries

### Retail

Our Last-Mile Delivery and Multi-Carrier-Management solutions were leveraged to help cost-efficiently scale GMG's eCommerce business.

### Grocery

AI-powered automated task allocation based on multiple constraints like cost, invoice value, order type, promised SLA, etc. drastically reduced manual errors.

### Healthcare

Vehicle and driver master data digitization further enhanced auto allocation accuracy and optimized own-fleet capacity utilization.

## The Solution

- Seamless integration with SAP ERP enabled greater visibility of operations across critical transportation functions and enhanced decision making.
- AI-powered automated task allocation based on multiple constraints like cost, invoice value, order type, promised SLA, etc. drastically reduced manual errors.
- Vehicle and driver master data digitization further enhanced auto allocation accuracy and optimized own-fleet capacity utilization.
- Shipsy's Multi-Carrier Management module ensured seamless orchestration of delivery trips across 3PLs and helped gain real-time visibility of every shipment on a single
- To boost customer experience, a single dashboard was deployed for customers to enable, disable and cancel any courier.
- Shipsy eliminated the need for customers to follow up with couriers. Information on carrier performance, carrier-wise bookings, real-time shipment status, and KPI analytics were readily made available to the customer on a dashboard.
- AI-powered auto-allocation engine assign last-mile trips to riders/3PLs based on multiple configuration parameters like vehicle make, speed of each mode, weight/volume and capacity, driver shift timings and more.
- Based on SLA commitments, Shipsy automatically clubs subsequent last-mile on demand orders that are within a certain radius to the same rider.
- Shipsy's rider app empowered GMG to quickly onboard freelance riders during peak hours and automatically calculate driver payouts based on shift adherence

## Benefits

**12%** reduction in transportation costs

**31%** increase in own-fleet utilization

**18%** reduction in delivery turnaround time

**25%** increase in number of shipments per day