



UNLOCK THE POWER OF AI IN SUPPLY CHAIN

DHL TECHNOLOGY CONFERENCE
BREAKOUT #2

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DHL Customer Solutions & Innovation



SPEAKERS |



Michael Lai

Head of Service Logistics, APAC
DHL Supply Chain



Kenil Vilangappara

Head of Service Logistics Strategy, APAC
DHL Supply Chain



Cherin Kay

Service Logistics Strategy, APAC
DHL Supply Chain

DHL Technology Conference Shaping Tomorrow's Supply Chains, Today

What should you expect from this breakout session?



01

Overview of AI Adoption in Supply Chain

02

Three Deep Dives into operationalized AI cases

03

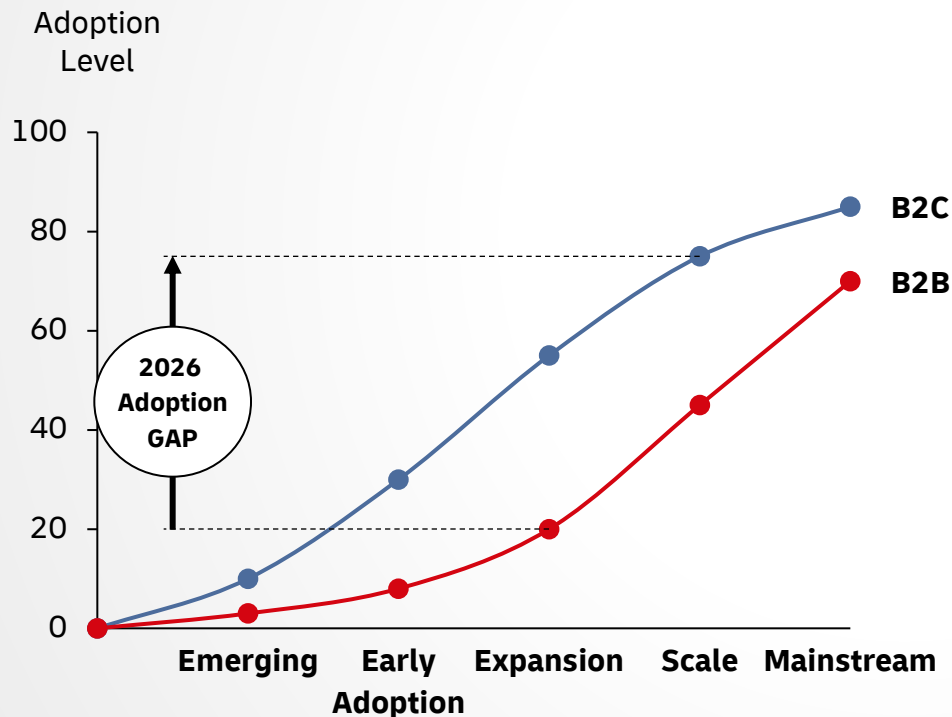
Practical recommendations you can apply within your organization

The Evolution of AI: 70 years of Progress



AI Uptake: B2C leads adoption, B2B remains in scale-up mode

AI Adoption Gap – B2C vs B2B



B2C

- Broad user adoption
- Low friction to experiment
- Rapid product embedding

B2B

- Adoption is advancing
- Scaling remains uneven
- Integration and governance are key

AI Fun Facts: **Did you know...**



The Dartmouth Conference in 1956 coined the term Artificial Intelligence and launched the field we know today

AI has been “new” for 70 years — we just finally noticed



Over 1 billion people now actively use AI tools monthly. ChatGPT alone reaches over 114 million daily users

How life changed after ChatGPT launched



A lawyer once submitted six entirely fictional AI-generated court cases - flawlessly formatted, totally fabricated (NY Court)

AI can sound brilliant... and then fail spectacularly



A Chevy dealership chatbot once agreed to sell a Tahoe for \$1 — and insisted it was legally binding

Tell AI to delight customers, and it may sell a \$1 SUV



Your calendar negotiates itself, your messages draft before you think them, and your home predicts your needs

AI will become an opinionated roommate you never asked for

Waves of AI Deployment: **Where we are today in Supply Chain**

Wave 1: AI Assistant

- **Demand forecasting**
- **Predictive maintenance**
- Repetitive **task automation** (OCR, workflow triggers)
- **Exception detection** in

Wave 2: AI Partner

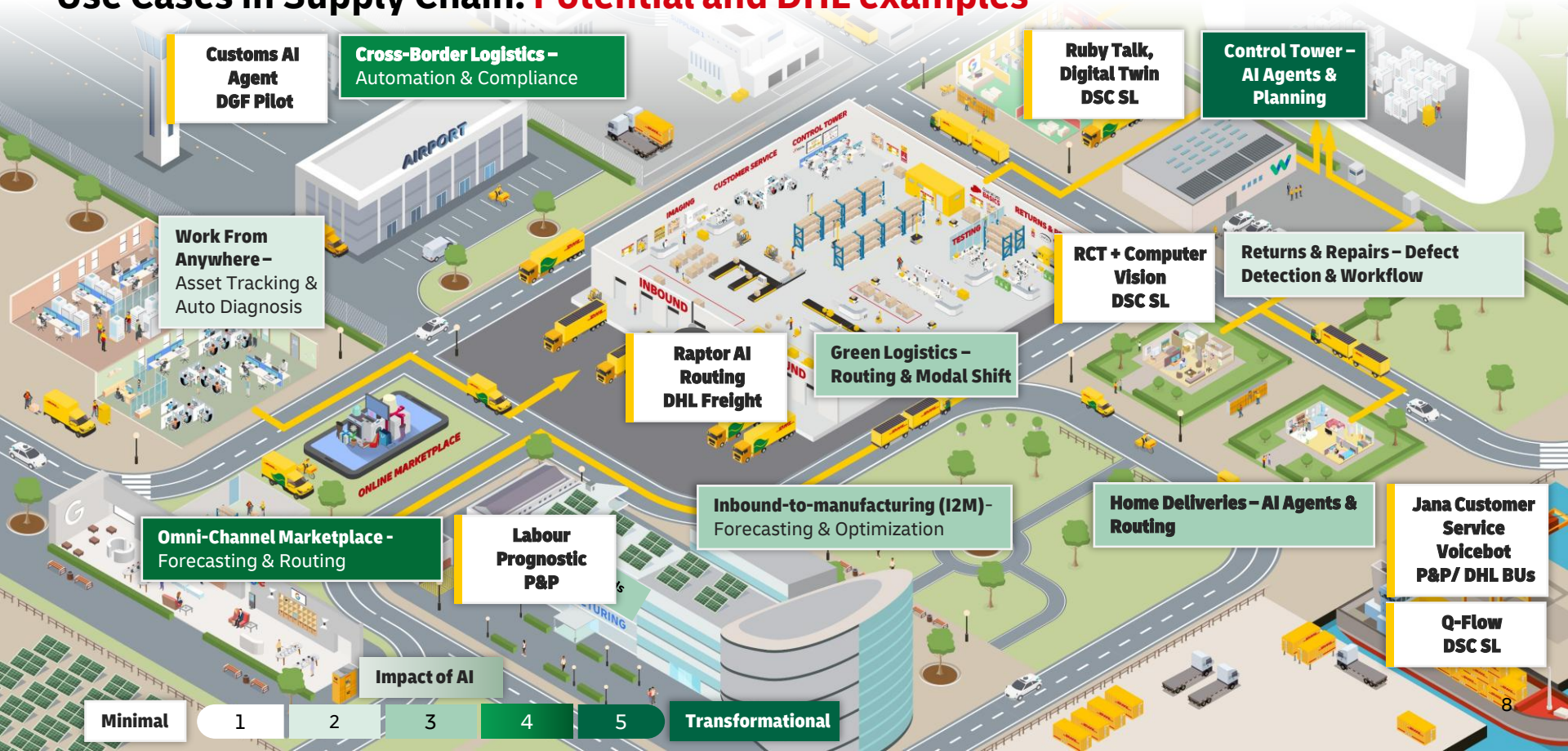


- **Semi- autonomous** planning
- **Dynamic route optimization**
- **Agentic AI** for dispatch and exception handling
- **AI-assisted workforce allocation**

Wave 3: Autonomous AI

- **Fully autonomous** planning & execution
- **Self-optimizing** supply chain networks
- Agentic AI forecasting and **negotiation agents**
- Real-time digital twin command centers

Use Cases in Supply Chain: Potential and DHL examples



Customs AI Agent DGF Pilot

Cross-Border Logistics – Automation & Compliance

Ruby Talk, Digital Twin DSC SL

Control Tower – AI Agents & Planning

Work From Anywhere – Asset Tracking & Auto Diagnosis

RCT + Computer Vision DSC SL

Returns & Repairs – Defect Detection & Workflow

Raptor AI Routing DHL Freight

Green Logistics – Routing & Modal Shift

Omni-Channel Marketplace – Forecasting & Routing

Labour Prognostic P&P

Inbound-to-manufacturing (I2M) – Forecasting & Optimization

Home Deliveries – AI Agents & Routing

Jana Customer Service Voicebot P&P/ DHL BUS

Q-Flow DSC SL

Impact of AI

Minimal 1 2 3 4 5 **Transformational**

Time for Reflection...



How has AI changed our companies in the last years?



What are key pitfalls of AI?



Why is B2C adoption much faster than B2B?



Where will the future take us in AI?



Where do we see early benefits of AI?

...AND NOW to WHAT WORKS TODAY...

AI Assistant: RCT (Return Collaboration Tool) with Computer Vision capability



A shared platform for consistent return data entry and full visibility across the return journey.

AI-supported workflows assign return categories and automate approval requirements.

Unified Returns Management



Computer Vision flags potential fraud in returns early for faster resolution.

Standardized Inspection Progress



Dashboards highlight critical KPIs like lead time, avoidable RMAS, and case aging for improved operational clarity.

Performance and KPI Insights



Integrated solutions reduce escalations, accelerate disposition, and delivery complete audit-ready case records.

Operational Benefits



Enhanced decision-making with AI machine learning


Leveraging computer vision to automate the inspection process

AI Partner: AI powered Digital Twin




100s of scenarios can be simulated – **producing recommended decisions rather than showing scenarios**

AI in Decision Outputs



No more “network study every 2 years”
Decisions adapt in real time to demand shifts, delays, cost changes

AI in Continuous Re-Optimization



Balancing of competing objectives and shows you the best trade-off, not just a single optimised number as response to changes

Optimization across cost, service, and resilience

Lyric

Search & Filter

- E1. Network Analysis Summary
 - Service Maps
 - Distance Maps
 - Flow Paths
 - Network Scenarios Summary
- E2. Scenario Analysis Deep Dive
 - Scenarios Overview & Analysis
 - Flows
 - Service Map
 - Scenarios Comparison
- D. Scenario Creation
- C. Optimization Outputs
- B2. Model Ready Data
- B1. Input Data Transformation
- A. Raw Data Input

Service Logistics Pilot App

Flow Paths Filter By Scenario (2)

Map Options ×

Filters Settings

Scenario Name ⌵

Search

Selected: 2 / 4

- Select All
- Baseline Historical
- Baseline Optimized
- Cost Optimized
- Service Optimized

Include Apply

Create map for each selected value ⌵

Customer Name

Requested Service

Distance Category

Distance (KM)



TOGETHER UNSTOPPABLE

2x30

AGENTIC AI IN DHL

DHL

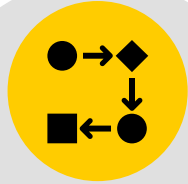


Autonomous AI: **Agentic AI with RUBY Talk**



RUBY Talk automates high-volume manual calls, reducing workload by approximately 86%.

Automation of Repetitive Tasks



Integration of ticketing, telephony, and virtual agent ensures seamless communication and data flow.

Integrated Systems Workflow



Power BI dashboards track KPIs like first response time and ticket aging for proactive management.

Real-time KPI Monitoring



Scalable automation improves response consistency, reduces cognitive load, and elevates customer satisfaction.

Enhanced Customer Satisfaction

Our technology sector APAC footprint...



450+
Technology sites



1.5M+ sqm
Tech-dedicated capacity



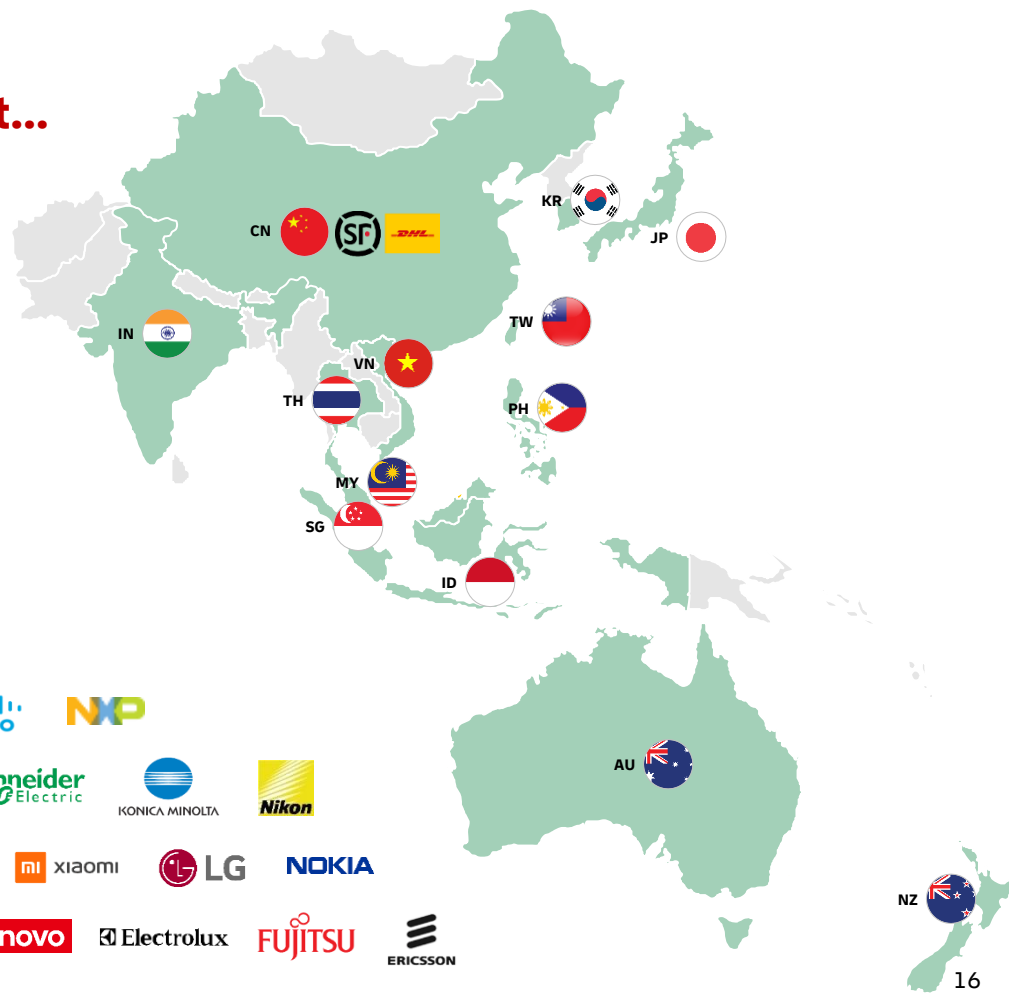
140+
Technology customers



50 000+
Employees

Key Sub-Sectors

- Semiconductors
- Data centers
- Consumer Electronics
- Enterprise computing
- Home Appliances
- Telcos & networks
- Imaging & printing
- EMS / ODM



Our Customers



Thank you