

Client name: LogisticAI

Industry: Shipping, Logistics, Technology

Headquarters: Denmark

Company background:

LogisticAI is a technology company founded in Denmark. They provide software for shipping companies that helps to optimise routes for ships when they are transporting goods across the ocean. They collect huge amounts of data including historical shipping routes, real-time shipping alerts, telemetry data from on-board ship sensors and satellite imagery to supply their technology. Their proprietary software uses a combination of complex artificial intelligence algorithms and their huge datasets to decide on the optimum shipping strategy for a company. Due to the huge amount of data that they collect, LogisticAI has a large team that is responsible for the maintenance and improvement of their technology. However, even with a large team they still need support, and that's why they have turned to Deloitte for their expertise. Regulations are a huge challenge for the client. Since each location has different shipping regulations and regulations are prone to frequent change, making sure that the software is always making decisions based on accurate regulations is critical. Furthermore, since the client collects such a variety of data, the regulators are very strict on ensuring that LogisticAI is following the recommended best practices when it comes to data privacy and security. Data privacy and security has been a huge area of investment for the client in recent years and has proven to be a very difficult area to manage.