iHub's Digital Projects Supported by
IMDA's Digital Leaders Programme and GenAI x Digital Leaders Initiative

1. **Smarter Warehouses with Real-Time Tracking**

iHub's Warehouse Intelligent Tracking System (WITS) bridges the gap between physical assets and digital processes. It provides real-time visibility of personnel, equipment, stocks, and order fulfilment, reducing stock-check time, misplacement, and errors. Leveraging Bluetooth beacons and API frameworks, WITS transforms manual operations into automated, efficient workflows while improving security and resource utilisation.

2. Faster, Smarter Deliveries with Dynamic Route Optimisation

iHub implemented the AI-driven Dynamic Route Optimisation to replace manual route planning. Previously, drivers needed 10 minutes to manually plot delivery routes using printed summaries and transport planners to account for delivery addresses, traffic, and special requirements. With AI, the routes are plotted automatically in under two minutes, dynamically adjusting to traffic and delivery constraints. This has improved fleet utilisation and on-time delivery rates, turning complex logistics into data-driven, efficient operations.

3. Deeper Insights with GenAI-Powered Virtual Assistant

iHub enhanced its proprietary Virtual Logistics System (VLS) with a GenAI-Powered Virtual Assistant on its customer interface. This tool converts natural language queries into accurate SQL commands and can generate charts on demand – reducing report generation time by about 60%. Its customers can now gain real-time, actionable insights into their supply chain operations, improving both transparency and decision-making.

With the project implementations above, iHub can now help their customers plan ahead and even anticipate needs before they arise. By harnessing data, AI and GenAI, iHub gives customers real-time visibility into product movements across locations and time periods, as well as insights on consumer trends, empowering them to keep inventory lean, cut wastage and capture new sales opportunities. What once took days of static reporting can now be

answered instantly through AI-powered insights and visualisations, enabling their customers to make informed decisions all the time.

This predictive intelligence has not only set iHub apart from traditional logistics providers but also helped them win over major multinational clients. They are able to scale their operations and grow customer base while managing resource constraints.