



Press Release

CEVA Logistics uses artificial intelligence to automate international FVL flows thanks to DCbrain solution

MARSEILLE, France – March 22, 2023 – CEVA Logistics is deploying artificial intelligence (AI) to help plan and optimize its customers' finished vehicle logistics (FVL). The logistics company is leveraging DCbrain's software-as-a-service (SaaS) solution to meet its digital transformation goals and improve the quality of its logistics services to automakers.

Achieving operational excellence with AI

Operational excellence is at the heart of the culture of CEVA Logistics, which is committed to continuously elevating the quality of service for its customers. By retaining the AI specialist, CEVA is able to simplify the planning of distribution schemes for its FVL activity. CEVA aims to digitize its processes, improve the processing of transportation orders and consolidate distribution rounds through better use of its fleet of car carriers via optimized assignments.

Digitalizing its transportation flows makes it possible for CEVA to move from static optimization to dynamic optimization and to automate various parts of the operation. The dynamic optimization hinges on the principle of digital twins and foundational upstream standardization work.

A tool to match the expertise of CEVA's experts

CEVA Logistics has chosen to provide planners with a tool complimentary of their knowledge, helping to standardize and unify work processes from one agency to another. The DCbrain solution, coupled with CEVA's transportation management system (TMS), offers a global vision of the operational flow. This solution will enable testing, factor in constraints and provide teams with a decision-making tool, all while providing faster calculation times to help make informed decisions in transportation planning.

International support to create an efficient supply chain

Transportation flows are complex, and their planning is based on a multitude of evolving constraints that require constant rethinking and adjustments to planning. CEVA strives to make its supply chains more efficient and adaptive and has decided to implement this support solution within its platforms in France, as well as in four other European countries: Belgium, the Netherlands, Poland and the Czech Republic.

Convinced of the need to adapt rapidly, the local teams are adopting the solution to improve their responsiveness to unforeseen events related to order delivery. Collaboration between the planning and field teams will create a more efficient and dynamic supply chain solution.

Benjamin de Buttet, COO, DCbrain, said: “Artificial intelligence allows planners to go further, so it must be able to integrate their expertise more quickly. The TMS-DCbrain association will evolve to bring even more flexibility to users.”

Thomas Maître, chief project officer, FVL, CEVA Logistics, said: “Rethinking route planning has led us to challenge our ways of working, to streamline planning and capitalize on the benefits of AI in automating planners’ tasks.”

About CEVA Logistics

CEVA Logistics, a world leader in third-party logistics, provides global supply chain solutions to connect people, products and providers all around the world. Headquartered in Marseille, France, CEVA Logistics offers a broad range of end-to-end, customized solutions in contract logistics and air, ocean, ground and finished vehicle transport in 170 countries worldwide thanks to its approximately 110,000 employees at more than 1,300 facilities. With pro forma 2022 revenue of US\$18.7 billion, CEVA Logistics is part of the CMA CGM Group, a global player in sea, land, air and logistics solutions.

For more information, please visit www.cevalogistics.com.

About DCbrain

DCbrain is a specialist in AI applied to flow networks designed for Supply Chain players. DCbrain offers a state-of-the-art real-time planning and optimization platform using AI and hybrid AI algorithms. The solutions far surpass the capabilities of existing network planning tools available on the market, especially in the face of complex network configurations. Today, the company employs 45 people. For more information, please visit dcbrain.com.

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