

SingPost integrates LogiNext's Artificial Intelligence to next-gen logistics platform LaMP

13-12-2018

Singapore Post Limited (SingPost) is introducing Artificial Intelligence (AI) to its next-generation regional logistics platform LaMP, in a move that will provide unprecedented parcel traceability and reliability for customers across Southeast Asia. Utilising machine learning and AI route planning software from LogiNext, LaMP will have the capability to autonomously plot optimised courier delivery routes based on multiple factors such as parcel destinations, customer preferences (for instance, "blackout" or preferred times for delivery) as well as real-time ground data including traffic and weather conditions. This functionality applies to all Southeast Asia markets covered by LaMP.

LogiNext's software is also able to analyse and proactively alert all stakeholders on courier movements. With this capability, customers will receive an alert half an hour before their parcel arrives, a significant improvement in terms of convenience. This is especially so for dense cities such as Bangkok and Jakarta, where customers are generally provided vague parcel arrival times due to a myriad of reasons such as traffic jams and extreme weather conditions. All of these factors will be dealt with from a single screen called the control tower, providing end-to-end visibility connecting multiple GPS tracking systems and APIs.

"At SingPost, we are great believers in using the latest technologies to improve customer experience. The introduction of AI into our next-generation LaMP platform will augment its already-considerable capabilities, translating to unprecedented convenience for our customers," said Alex Tan, SingPost Group Chief Digital and Technology Officer.

"Our delivery route planning engine is the leading benchmarker in the industry. Couriers have much better-planned routes, so they can handle more parcels. It's a win-win for

everyone, SingPost raises its already high delivery agility and the customer gets a much better experience with it," said LogiNext CEO Dhruvil Sanghvi.

SingPost and LogiNext are in the midst of integrating the route planning AI software into LaMP, and the integration is expected to be complete next year.

LaMP

SingPost's new proprietary logistics software Last Mile Platform (LaMP) is a first-of-its-kind technology that consolidates various last-mile delivery services, such as courier services, parcel lockers, brick-and-mortar collection points, onto a single platform. Being technology agnostic, LaMP is able to integrate services from different providers, affording unprecedented convenience for consumers and eCommerce retailers.

The platform is also location-agnostic and is capable of connecting last-mile partner services across the Southeast Asia region. Through LaMP, retailers will be able to offer their customers the ability to receive their online purchases via any last-mile delivery node in the network, in any country within

Southeast Asia. Consumers may even redirect en-route deliveries to an alternative delivery

node on the platform if and when required.

Source: [SingPost](#)

