



**DP WORLD**

# Implementation & Impact of AI within the Business

ACCOUNTING AND CONTROLLING SUMMIT - SEPTEMBER 2025





## 20 Years in Finance within the Logistic Industry

- ❖ Chartered Accountant
- ❖ Executive MBA
- ❖ Licensed Lawyer and International Arbitrator
- ❖ Degree in DataScience
- ❖ Honorary DBA from London School of Management and Technology
- ❖ Awarded 40 under 40 across Europe in 2024
- ❖ Won Cross Border Leadership Excellence Award 2025

# Why AI in Business

- Exploding data volumes
- Tight margins in freight forwarding
- Increasing compliance demands
- AI = necessity, not luxury



# Freight Forwarding Context

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- ❖ Margins as low as 3–5%
- ❖ Complex multimodal operations
- ❖ Finance still highly manual
- ❖ Errors = major cost impact



# AI in Finance Functions

- ❖ Predictive analytics (revenue, margins)
- ❖ Automated accruals & reconciliations
- ❖ Fraud detection & governance controls





# AI in Freight Forwarding

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- ❖ Freight rate prediction
- ❖ Route optimization
- ❖ Customer chatbots & real-time visibility



# Tangible Benefits

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- ❖ +1–2pp gross margin improvement
- ❖ Month-end close 2 days faster
- ❖ Stronger compliance & audit readiness

# DP World AI in Action



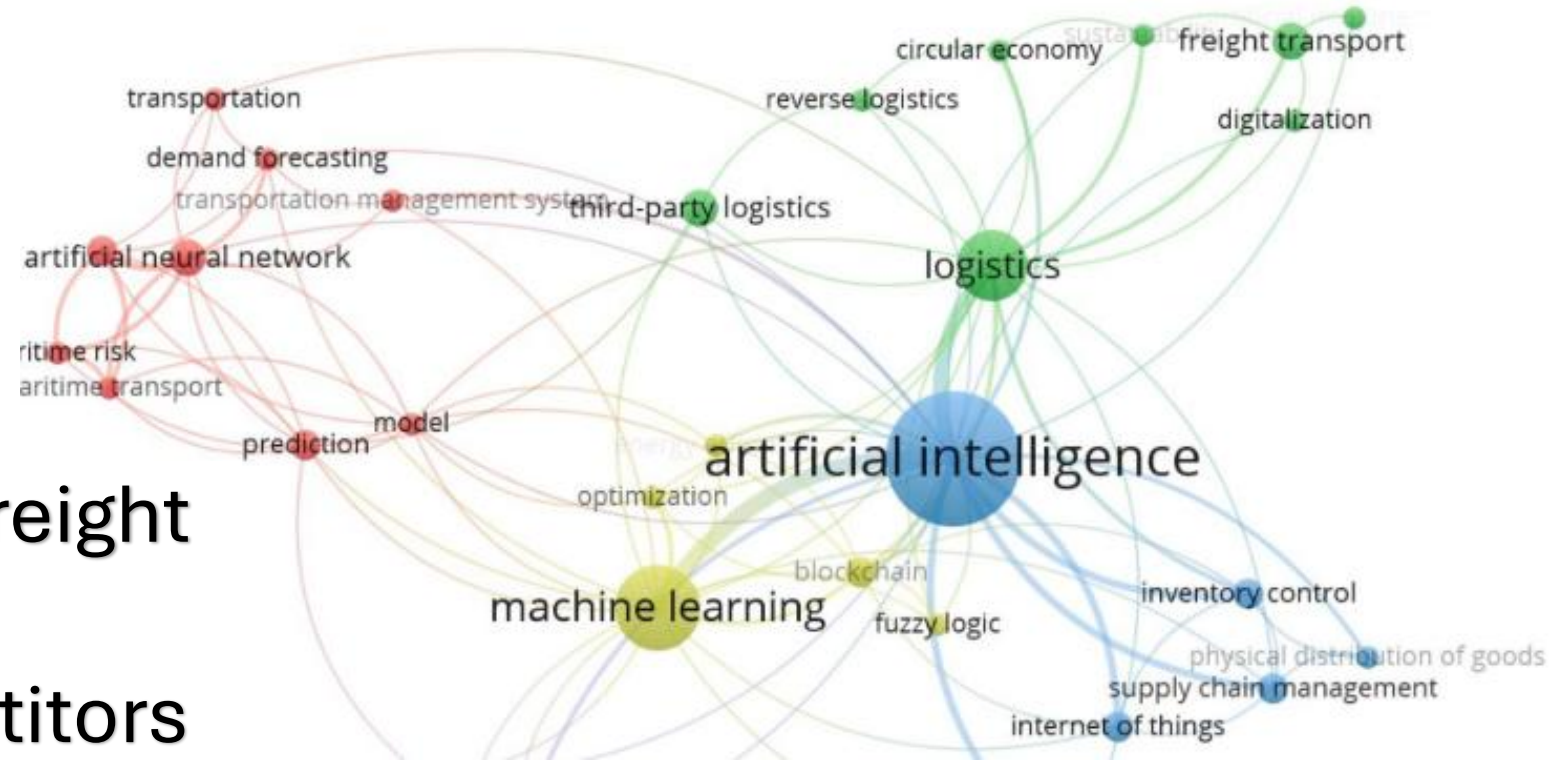
- ❖ +BoxBay automated container handling
- ❖ Autonomous vehicles at Jebel Ali
- ❖ Finance pilots: accruals & reconciliations



# Use Case 1: Rate Intelligence

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- ❖ +Predict ocean & air freight trends
- ❖ Benchmark vs competitors
- ❖ Improve negotiation power
- ❖ Stronger margin control





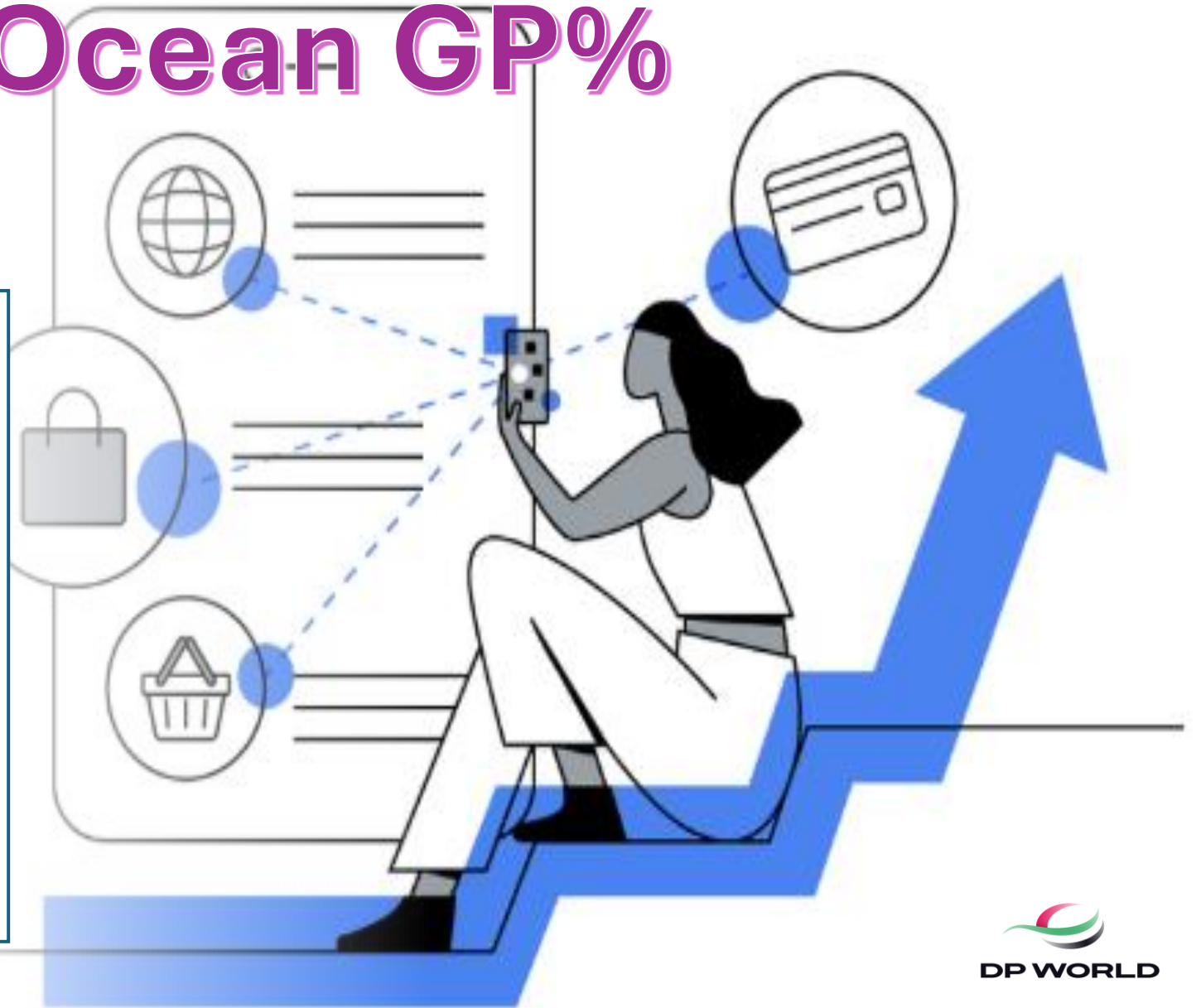
# Document Management for Logistics

## Use Case 2: Automated Accruals

- ❖ Match invoices vs shipment events
- ❖ Reduce manual workload
- ❖ Fewer errors & disputes
- ❖ Faster close cycles

# Case Study: Ocean GP%

- ❖ +Before AI: 8.5% GP
- ❖ After AI: 10.2% GP
- ❖ +1.7pp improvement







# Case Study: Air Accruals

- ❖ +Before AI: 7 days to close
- ❖ After AI: 5 days
- ❖ 2 days faster



# Challenges of Artificial Intelligence

- ❖ +Data quality issues
- ❖ Change management resistance
- ❖ Governance & ethics

# Data & Governance

- ❖ +Master data alignment
- ❖ SOP integration
- ❖ Continuous monitoring
- ❖ Governance = non-negotiable





# The ROI of AI Implementation

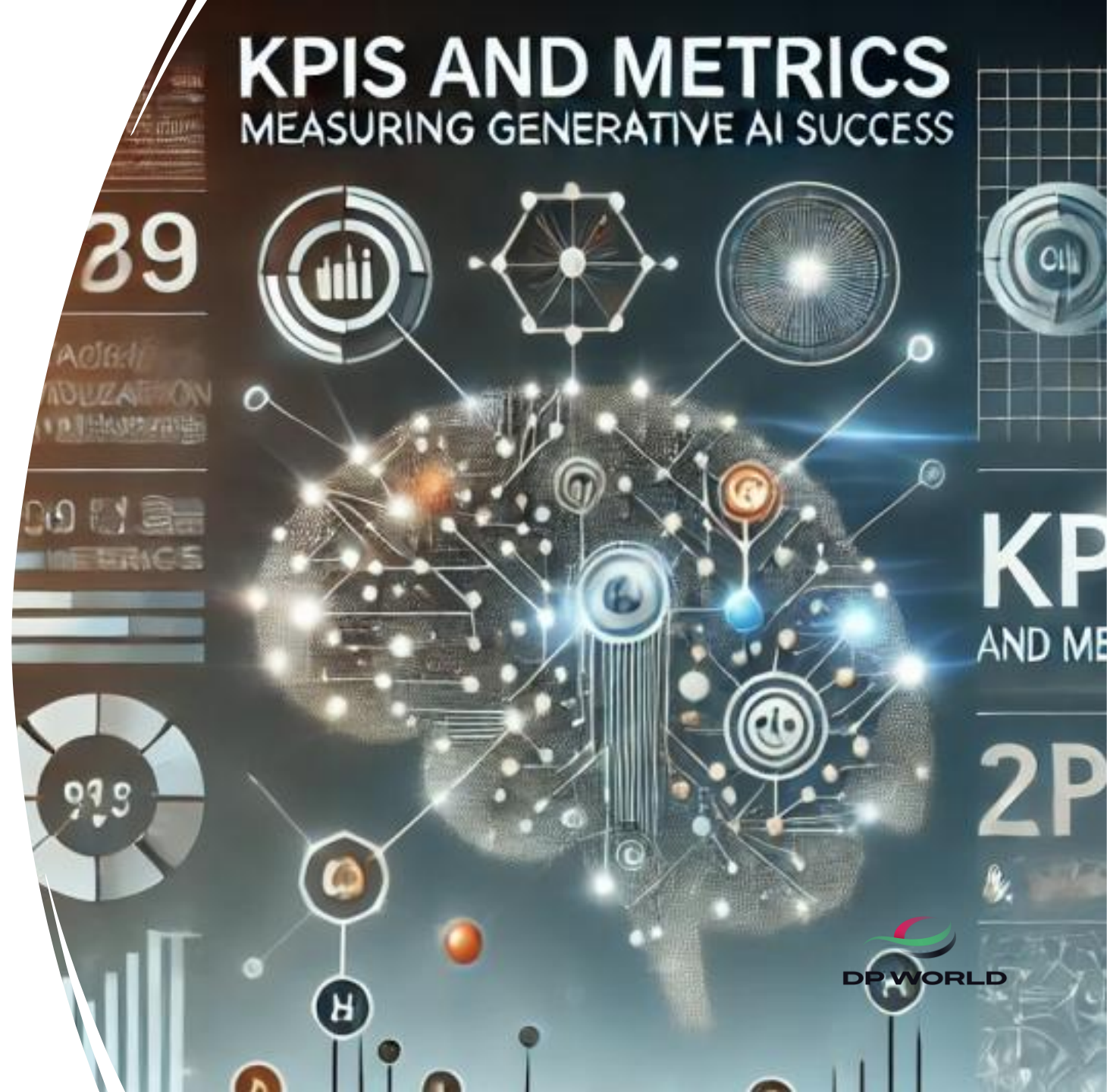


- ❖ +GP +1–2pp
- ❖ Close cycle -2 days
- ❖ DSO -5–7 days
- ❖ D&D -15–25%

# KPIs to Track

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- ❖ +Gross Profit % uplift
- ❖ Days to close cycle
- ❖ DSO improvement
- ❖ Compliance incidents







# Call to Action

- ❖ +Start with 2–3 use cases
- ❖ Track ROI in 100 days
- ❖ Scale with governance
- ❖ Solve real problems, not theory



AI is not just about efficiency — it's  
about measurable, resilient growth

Thank You

