

## CASE STUDY: Evaluating the use of AI by competitors in the Logistics industry

### CLIENT

A global logistics provider



### PRODUCTS

Aerospace,  
Defence Logistics



### INDUSTRY

Logistics



### TARGET GEO

Global



### BUSINESS OBJECTIVE

- Our client – a leading provider of aerospace logistics services– was facing increasing pressure to maintain its competitive edge in a rapidly evolving market. Competitors were beginning to implement AI to predict aircraft maintenance needs, fleet optimization, and real-time freight monitoring and forecasting.
- Against that backdrop, the client aimed to conduct a competitor intelligence study to evaluate how AI was being adopted in the aerospace logistics industry, assess its own positioning, and develop a strategy to integrate AI into its operations and monitor its competitors' AI initiatives in real-time.

## OUR SOLUTION

Using a combination of human and artificial intelligence, Cognition's team of expert market analysts executed the project using a multi-stage approach:

- **Product Portfolio Analysis:** In-depth evaluation of the competitors' product portfolio to analyze how AI was used in predictive maintenance, supply chain and fleet optimization, and freight monitoring, with a focus on their functionality, ease of use, and innovation.
- **Market Impact Analysis:** Examined how competitors' AI-driven initiatives were being received by aerospace customers in the market by conducting an in-depth VOC (Voice of the Customer) exercise through 10 expert consultations, and helped gauge the success of AI-enabled services in the market.
- **Partnership Landscape Analysis:** Critically analyzed the partnership ecosystem evaluating how competitors were partnering with Cloud Service and AI Technology providers (with a focus on machine learning models and warehouse robotics) to develop customized solutions and helped the client identify potential partnerships for its own go-to-market strategy.

## OUTCOMES



**6% revenue increase** in the subsequent year by partnering with two key AI technology and cloud service providers to accelerate the adoption of AI in its fleet optimization business line.



**2.5% market share increase in the next year**, using a strategic AI-roadmap to leverage innovations in specific offerings and set up real-time monitoring of competitors' AI initiatives to counter any strategic moves.