

The AI-First Advantage: How eRAG Empowered a Logistics Company

Company Overview

A fast-growing logistics provider specializing in cross-border shipping for ecommerce businesses; this company prides itself on reliability, scalability, and innovation. With a global network of partners and a robust AI-powered logistics platform, they offer real-time performance tracking, proactive issue management, and secure team access ensuring seamless operations for businesses of all sizes.

The Challenge: Data Without Direction

Alan, the company's forward-thinking CTO, had long championed an "AI-first" culture. Yet despite this vision, senior leadership struggled to make informed decisions quickly. The company was sitting on a mountain of data stored in Snowflake—but without a way to query it effectively, insights remained locked away, like a treasure chest without a key. At the rapid pace the company operated, vital decisions were delayed, with critical insights remaining hidden.

Alan knew there had to be a better way. He began to search for BI tools, but quickly realized that these platforms do not enable real-time queries and insights. While investigating AI tools he came across eRAG, and was attracted by its powerful semantic reasoning capabilities that provide accurate, relevant answers that are delivered instantly.

The Solution: Proactively surfacing business data with eRAG

Alan discovered eRAG, an AI tool with powerful semantic reasoning capabilities. Its ability to deliver accurate, relevant answers instantly caught his attention. After connecting eRAG to their Snowflake database, the team spent just three weeks fine-tuning it to understand company-specific jargon and workflows. Alan, in a critical meeting, turned to eRAG and asked

Which combination of partners result in the cheapest delivery process for each city?

Send



Search

Deep research



and eRAG's answer enabled the team to optimize their processes. Then the CEO, eager to gauge their progress, queried,

What is our month-over-month revenue growth rate and how does it compare to our targets?

Send



Search

Deep research



With these real-time insights, eRAG transformed uncertainty into clarity.

What made eRAG stand out?



Natural language interface:

No training required—business users simply ask questions like they would in conversation



Rapid onboarding:

Comparable to training a new hire, but faster and more scalable



Immediate impact:

Senior leaders could finally access real-time insights without relying on analysts or static reports

Initially deployed for the C-suite, eRAG quickly proved indispensable. Alan and fellow executives were so impressed, they began rolling it out to the operations team. With eRAG's role-based access, they have no worries that sensitive data will be exposed to those without the proper permissions.

The Results: From Vision to Velocity

With eRAG at the helm, the logistics company unlocked a new level of agility:

Benefit	Description
Faster Decision-Making	Managers query data interactively and get answers instantly – no dashboards, no delays
Scoped Access	Role-based permissions ensure sensitive data stays protected
Strategic Signal	Demonstrates to investors and partners that the company leads in AI adoption

Impact: Redefining Global Logistics

By integrating eRAG, the company didn't just adopt another tool – they redefined how AI supercharged the way they operate and interact with data. What began as a solution for executive insight evolved into a company-wide asset, empowering teams to act faster, smarter, and more confidently.

In the high-stakes world of cross-border ecommerce logistics, speed and precision are everything. With eRAG at the center of their operations, this logistics provider is not just keeping pace with the demands of cross-border ecommerce – they're setting the standard for how AI can redefine agility and intelligence in global logistics.

