



## Technology

At SAL, our commitment to technological advancement is integral to our strategy, driving growth, excellence, diversification, and innovation and solidifying our position as a future-ready organization. Our digital transformation journey transcends the mere adoption of new tools; it represents a fundamental shift in how we operate and deliver value to our customers.

### Key Achievements

- SAL's Digital Transformation journey received industry recognition with the Digital Logistics Award 2024.
- Automated 200+ work routines, significantly reducing manual workload and boosting productivity with over hundred thousand hours optimized.
- Leveraged Big Data and real-time dashboards for end-to-end shipment visibility, strengthening decision-making across all stations.
- Implemented Internet of Things (IoT) technology for critical equipment, enabling real-time tracking, uplifting operational reliability and utilization.
- Expanded digital integration with government entities and logistics ecosystem, streamlining customs clearance and data sharing.
- Launched paperless warehouse initiatives, reducing paper consumption by the millions and advancing ESG goals.
- Enhanced strategic partnerships with global and local Technology Leaders such as Microsoft, SAP and ELM to enhance digital customer experience utilizing latest technologies in AI.







SAL has already surpassed key global competitors in several areas and is rapidly delivering tangible results. Our digital strategy prioritizes balancing technological potential with business needs and cost efficiency, ensuring we remain agile, innovative, and customer-centric in the evolving logistics landscape. Through the strategic use of technology, we are driving growth, achieving operational excellence, diversifying our services, and fostering innovation to shape the future of logistics.