



## **Alpha Augmented Services AG expands product portfolio to include container freight and realises dramatic savings in costs and CO2 emissions**

- **Software module for the container sector is now available to complement the existing air freight offering**
- **Sea freight accounts for around 80 percent of cross-border goods traffic**
- **AI-supported software from Alpha calculates the optimal configuration of goods in shipping containers**
- **Over 20 percent actual savings in costs and CO2 emissions instead of offsets**
- **Innovative company founded by global logistics experts with high-profile investor base**

Zug (Switzerland), 09 May 2023. Alpha Augmented Services AG (Alpha Augmented Services), an innovation leader for software-supported transport optimisation, is expanding its range of solutions. With a new software module, goods shipments made by means of shipping containers are now also optimised comprehensively and along the entire supply chain. So far, Alpha Augmented Services has specialised mainly in air freight. With the expansion of its services to include shipping containers, the company now also covers a logistics segment which accounts for around 80 percent of cross-border, international goods traffic. Alpha Augmented Services thus opens up the possibility for its customers in this sector as well to save more than 20 percent on shipping, handling and material costs with an SaaS solution without high initial investment and implementation costs, and at the same time to directly reduce CO2 emissions by more than 20 percent.

The software solution from Alpha Augmented Services uses Artificial Intelligence to continuously optimise the dispatch and shipping processes for each customer considering their individual ordering and transport processes. Based on around 20 million simulations of goods configurations per container, the software finds the optimal mix of goods and the best positioning of boxes and pallets in a container within seconds. The corresponding calculations and visualisations of the container loadings are made available to the customers.

Laurin Paech, CIO and Co-Founder of Alpha Augmented Services: "The core of the solution of Alpha Augmented Services is our algorithm, which enables us to utilise capacities in logistics even more efficiently than before and to make optimisations along the entire supply chain. In this way, we are using Artificial Intelligence responsibly for climate protection and cost reduction."

Market surveys indicate that currently, on average, only around 70 percent of the loading capacity of a container is used. The solution from Alpha Augmented Services identifies expensive and inefficient empty spaces and eliminates them by determining the appropriate container size or achieving the optimal quantity utilisation or goods configuration per container. As a result, every third container which is transported by sea today can be saved. The solution from Alpha Augmented Services can be easily integrated into existing processes. The application is implemented and ready for use within a few weeks.

Alpha Augmented Services was founded by experienced international logistics specialists and experts in Artificial Intelligence and is financed and supported by high-profile investors and founders of global billion-dollar companies in the transport and logistics sector. The goal of Alpha Augmented Services is to push economic and ecological improvements in the logistics industry and thus make a significant contribution to climate protection and the reduction of pollutant emissions.

Massimo Rossetti, CEO and Co-Founder of Alpha Augmented Services: "Around 22 percent of global CO2 emissions are caused in supply chains. With our solution, we directly and immediately reduce CO2 emissions. This is the approach we must take to make an effective contribution to climate protection. Merely offsetting the CO2 emissions caused by logistics does not go far enough and does not solve the global problem. Since our solution also immediately reduces logistics costs dramatically, it represents a win/win situation for customers. This is why Alpha Augmented Services is already working successfully with global corporations. At Alpha Augmented Services, we are realising that industry is waiting for powerful solutions. With the expansion to shipping containers, we are now taking the next big step."

Further information on the company can be found at: [www.alphaaugmented.com](http://www.alphaaugmented.com)

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