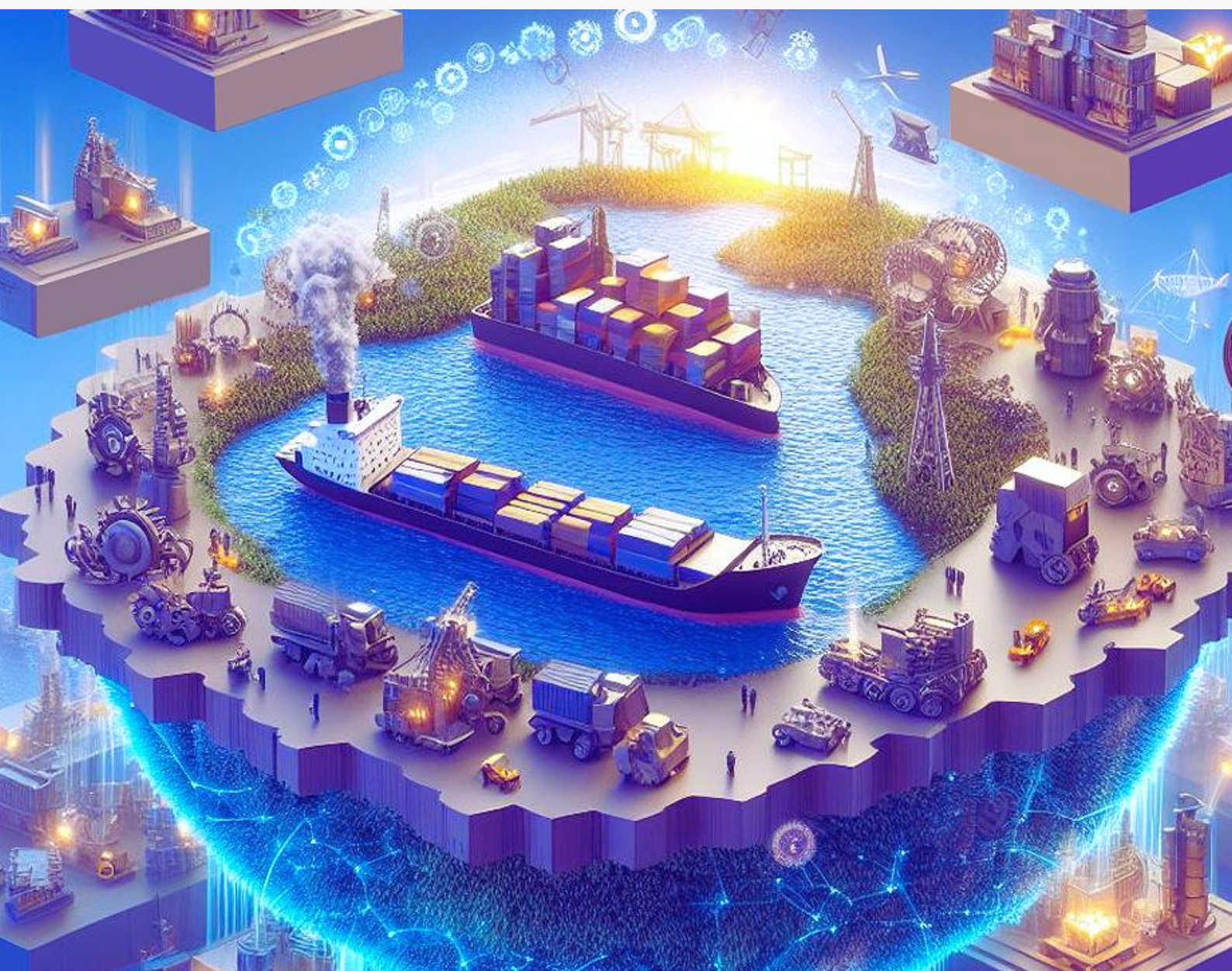# AI-Powered
Enterprise Logistics Platform 'ELP'

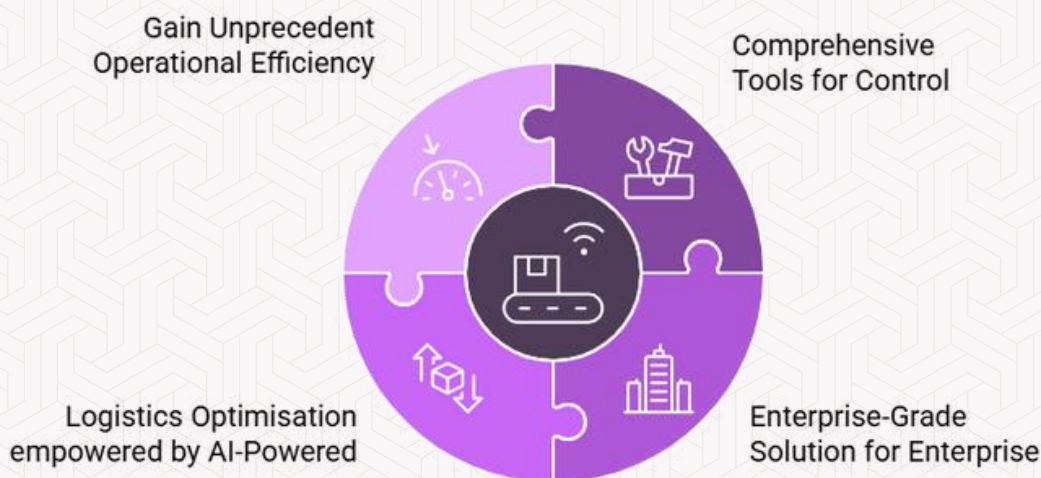The Next-Gen Digital Logistics Platform

Introduction

The AI-Powered Enterprise Logistics Platform is a comprehensive, enterprise-grade solution that offers a wide range of tools tailored to optimise various aspects of supply chain logistics. These solutions are designed to elevate Enterprise's logistics operations and operational efficiency to new heights.

From the procurement of multimodal freight to managing complete inbound and outbound operations, the platform provides full control through a robust dashboard and advanced reporting system, empowering the entire logistics and supply chain ecosystem of any enterprise. These solutions have been meticulously crafted to enhance and streamline logistics operations at both domestic and international levels.

To optimise overall logistics operations, the platform offers a unified interface that covers the entire logistics lifecycle—from freight procurement via Sea (Bulk or Container), Air, Ground, and Trucking, to local distribution and delivery at national and international destinations. This ensures efficiency, visibility, and full control at every stage through a single platform. In this document, we provide a detailed overview of the Core Solutions and Add-ons, highlighting their key features and benefits

Each module and add-on is tailored to address aspects of logistics and supply chain management, and their integration can be customised to meet customers' unique operational needs.

Gain Unprecedent Operational Efficiency

Comprehensive Tools for Control

Logistics Optimisation empowered by AI-Powered

Enterprise-Grade Solution for Enterprise

"Connecting World Logistics"

90+ Countries

200+ Trade Lanes

hashmove

Bridging the gap your ERP can't—We're the missing link

While traditional ERP systems are designed to manage internal business functions, such as procurement, finance, production, and reporting, they often struggle to handle the complexity of logistics and external supply chain operations. This is where HashMove steps in.

As the missing link of any ERP, our AI-powered Enterprise Logistics Platform bridges the gap between internal planning and external execution, connecting your ERP to a world of multimodal logistics, freight procurement, vendor collaboration, real-time shipment visibility, and intelligent invoice reconciliation. We enable enterprises to extend the digital thread across their logistics ecosystem, turning fragmented operations into an integrated, automated, and data-driven supply chain network.
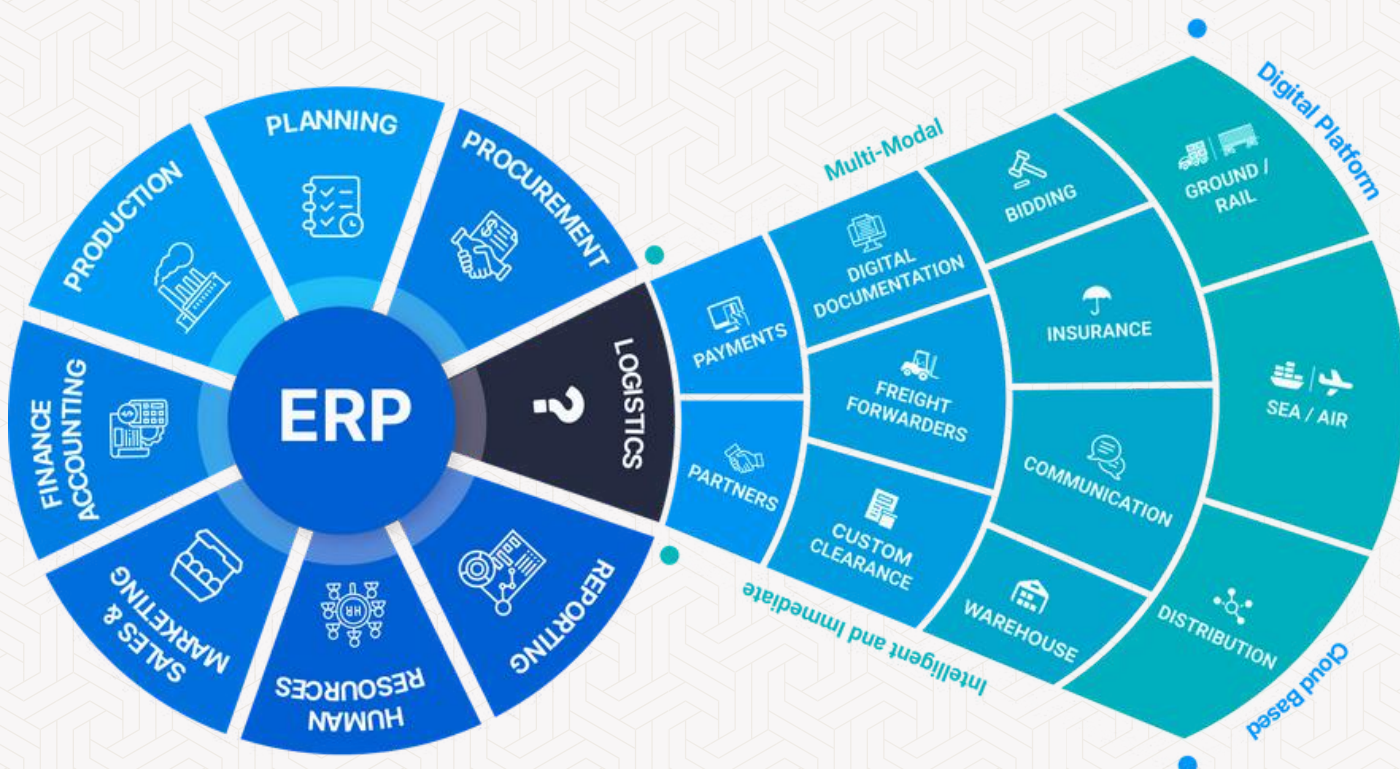
AI-Powered Logistics Solutions

Our one-window platform consolidates your entire logistics, and streamline your operations

hashmove

DISTRIBUTION LOGISTICS

LOGISTICS INTELLIGENCE

SUPPLY CHAIN LOGISTICS

GREEN LOGISTICS & SUSTAINABILITY

03

04

02

05

Enterprise Logistics Platform

01

06

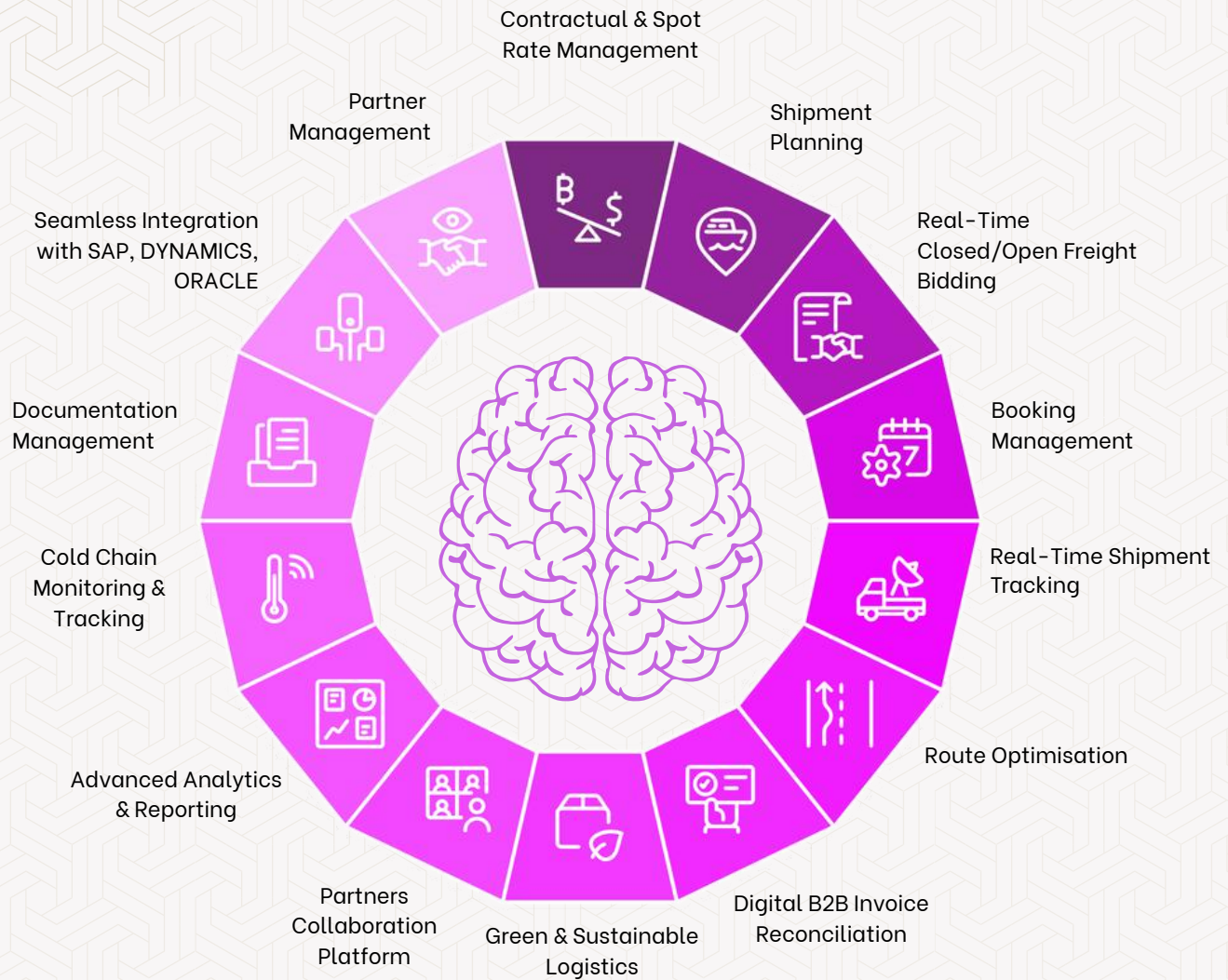MULTI-MODAL FREIGHT PROCUREMENT

AI-POWERED SOLUTIONS

KSA Data Residency

GDPR Compliant

HashMove ELP's Key Features

Most Advanced AI-Powered Features for Next-Gen Digitalisation of Supply Chain Logistics

Contractual & Spot Rate Management

Partner Management

Shipment Planning

Seamless Integration with SAP, DYNAMICS, ORACLE

Real-Time Closed/Open Freight Bidding

Documentation Management

Booking Management

Cold Chain Monitoring & Tracking

Real-Time Shipment Tracking

Advanced Analytics & Reporting

Route Optimisation

Partners Collaboration Platform

Green & Sustainable Logistics

Digital B2B Invoice Reconciliation

KSA Data Residency

GDPR Compliant

MultiModal Freight Procurement

With HashMove's Multi-Modal Freight Procurement Platform, logistics and procurement teams gain the power to plan, compare, negotiate, and secure freight across every mode—FCL, LCL, bulk, trucking (LTL/FTL), rail, and air—through a single, unified interface.

The platform empowers you to instantly connect with your approved network of verified carriers, freight forwarders, and logistics providers. Businesses can unlock real-time rates, assess lead times, and make smarter, data-driven decisions. The result? Faster procurement cycles, lower freight costs, and complete visibility every step of the way

1 Sea Freight

Effortlessly plan and execute FCL, LCL, and bulk shipments over sea, including customs clearance and marine insurance

2 Air Freight

Get instant quotes from multiple air carriers and fly your cargo across the globe.

3 Truck Freight

Execute and track LTL and FTL shipments across their journey — from your yard to your warehouse and beyond
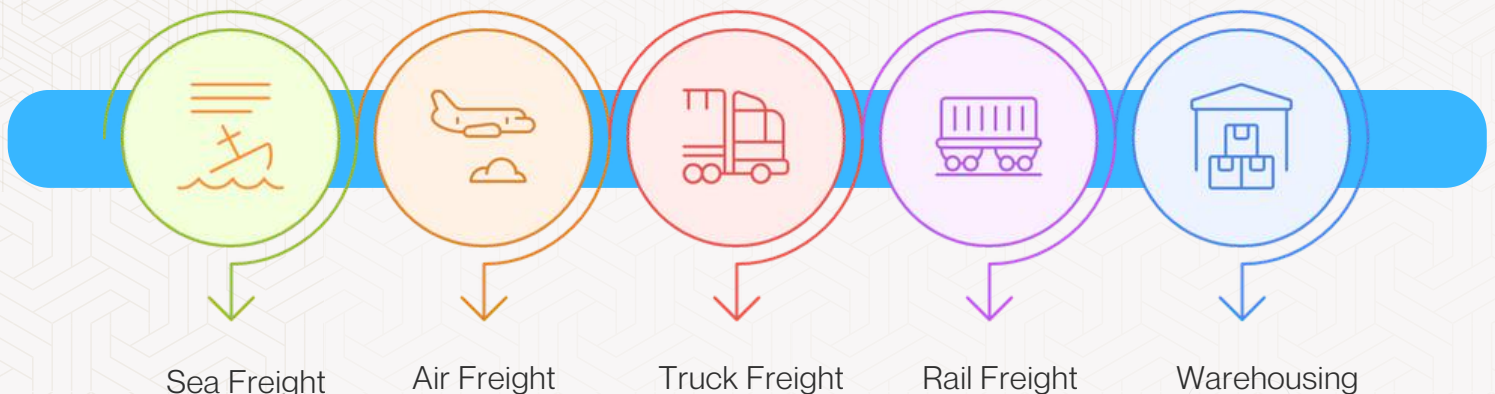
4 Rail Freight

Procure reliable and cost-effective freight over rail while minimizing emissions

5 Warehousing

Book warehousing space, avail value added services along with inbound and outbound shipments

| Sea Freight | Air Freight | Truck Freight | Rail Freight | Warehousing |

Supply Chain Logistics

With HashMove's Unified Supply Chain Logistics Platform, businesses can seamlessly manage both inbound and outbound operations, from sourcing raw materials to delivering finished goods, on a single, intelligent interface.

The platform empowers supply chain, operations, and logistics teams to orchestrate shipments, monitor movements, and collaborate in real time across suppliers, warehouses, and distribution networks.
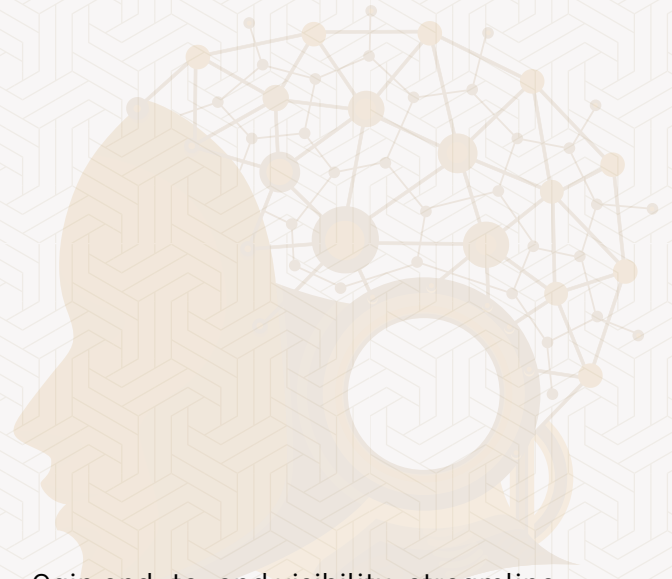
Gain end-to-end visibility, streamline documentation, and ensure every touchpoint—from pickup to delivery—is optimised for speed, accuracy, and efficiency.

Inbound Logistics wheel: Collaboration, Digital Documentation, Real-time Visibility, ERP Integration — Purchase Order, Supplier, Freight Forwarder, Port, Shipping Line, Customs Clearance, Insurance, Order Receipt

Outbound Logistics wheel: Collaboration, Digital Documentation, Real-time Visibility, ERP Integration — Sale Order, Customer, Freight Forwarder, Port, Shipping Line, Customs Clearance, Insurance, Order Delivery

Distribution Logistics

With our advanced Distribution Logistics capabilities, businesses can take full command of last-mile and mid-mile operations with precision and clarity.
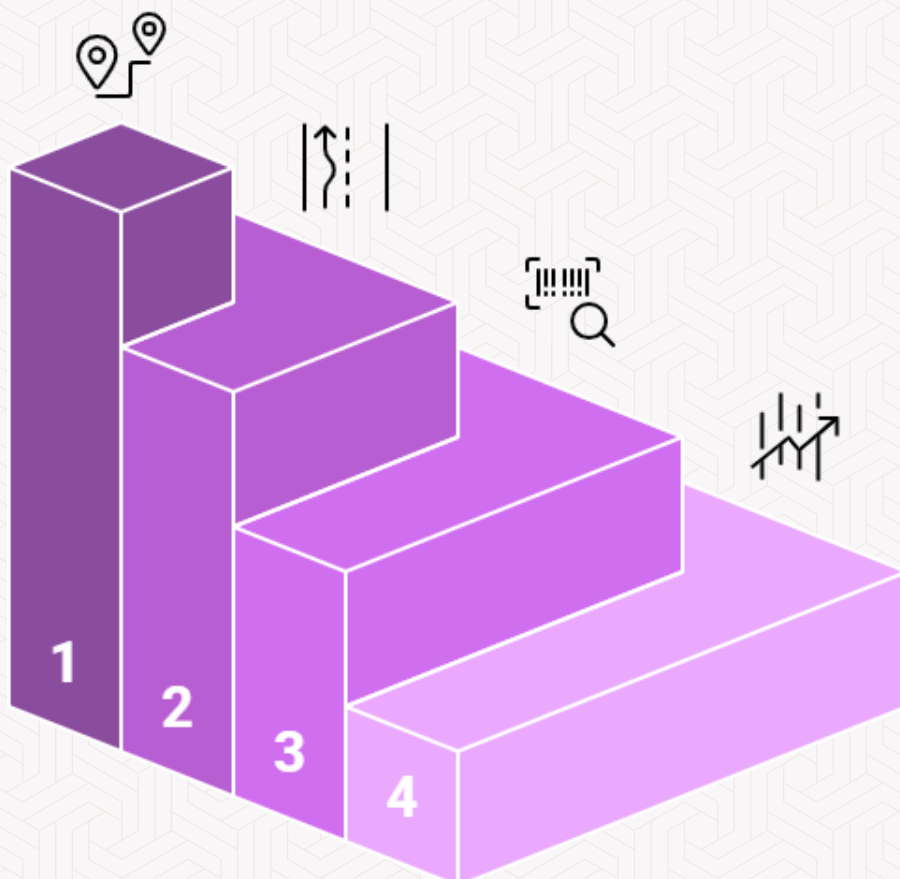
The platform offers powerful tools for intelligent route planning and real-time route optimisation, ensuring your fleet moves smarter—not harder—across every delivery zone.

Through our Distribution Logistics Platform, the enterprises track every SKU across the distribution journey with unmatched visibility—from warehouse to customer—while proactively managing delays, deviations, and drop-offs through live monitoring and smart alerts.

What sets it apart? Actionable distribution insights that allow you to measure delivery performance, identify bottlenecks, and continuously fine-tune logistics operations for speed, cost-efficiency, and customer satisfaction.

Route Planning

Initial planning of delivery routes to ensure efficiency.

Route Optimization

Refining routes to minimize travel time and costs.

SKU Tracking

Monitoring inventory levels and movement for better management.

Distribution Insight

Gaining insights into distribution patterns for strategic decisions.
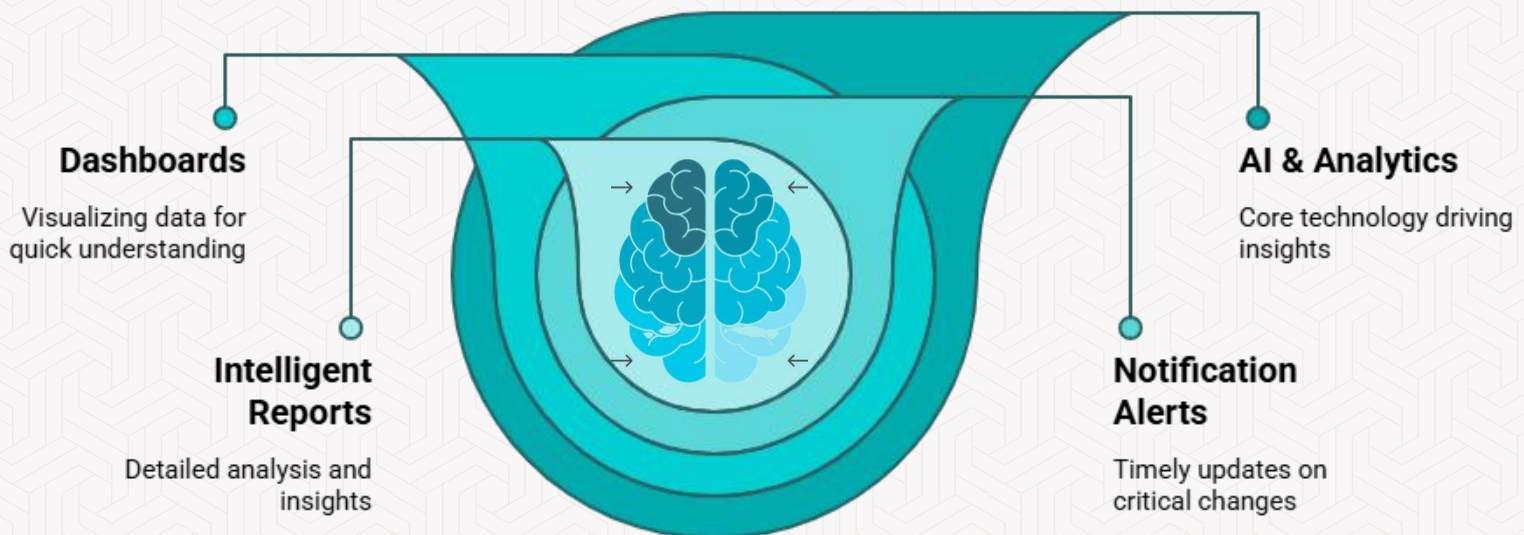
Logistics Intelligence

HashMove's Logistics Intelligence layer transforms complex logistics data into real-time insights that drive faster, smarter decision-making across the entire supply chain. Powered by AI and advanced analytics, the platform analyses millions of data points to detect patterns, predict disruptions, and proactively optimise operations.

Interactive dashboards provide a centralised view of the logistics ecosystem, enabling enterprises to monitor KPIs, track shipments, measure vendor performance, and identify operational gaps at a glance. Real-time notification alerts keep enterprises informed of critical events—delays, deviations, exceptions—so immediate action can be taken to minimise disruptions.

With intelligent reporting, enterprises move beyond static spreadsheets to dynamic, automated insights tailored to their unique logistics environment.

These reports deliver actionable intelligence across procurement, inventory, transportation, and distribution, empowering continuous improvement and strategic foresight.
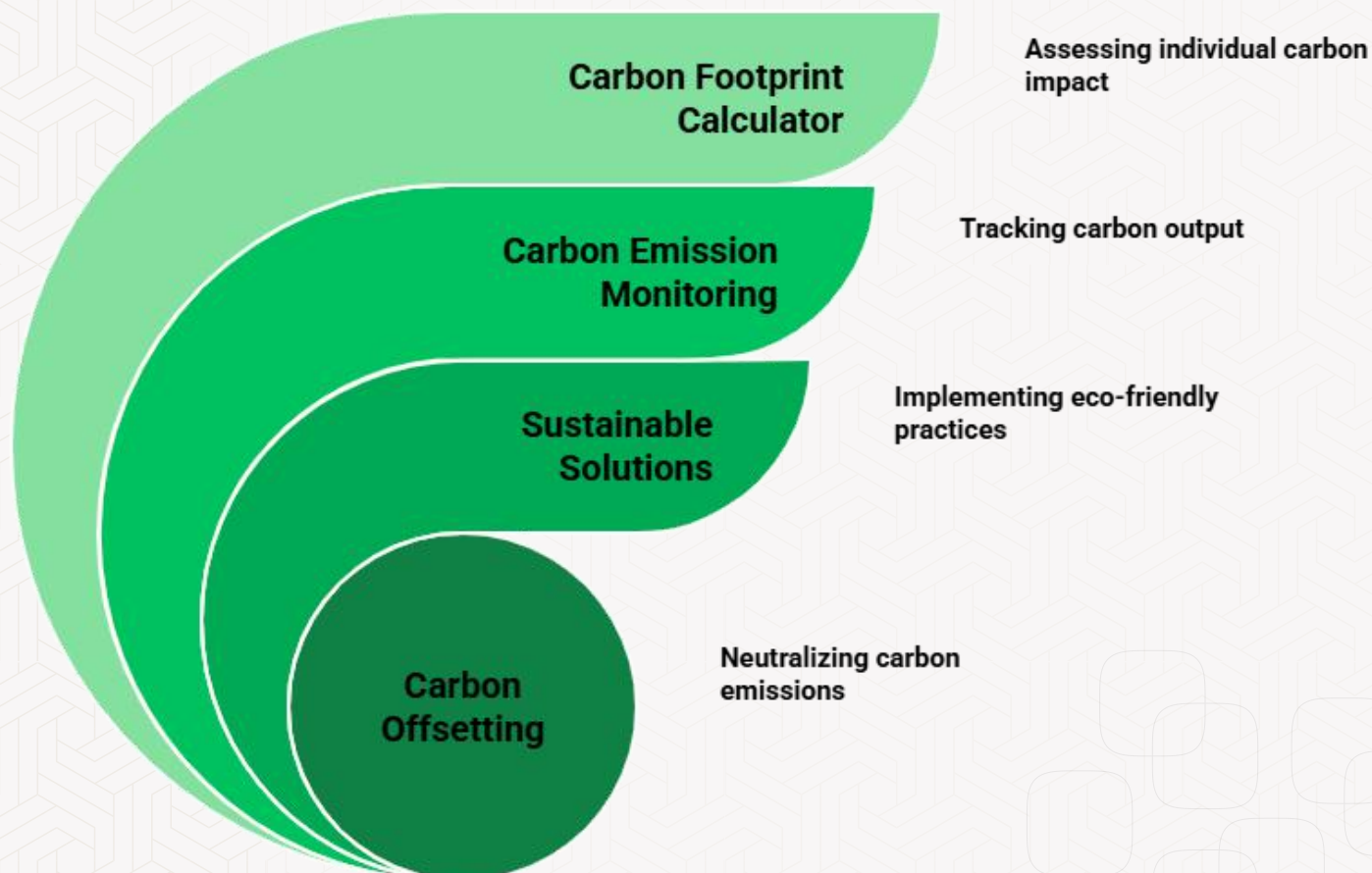
Dashboards
Visualizing data for quick understanding

Intelligent Reports
Detailed analysis and insights

AI & Analytics
Core technology driving insights

Notification Alerts
Timely updates on critical changes

Green Logistics & Sustainability

We are living in a world where environmental responsibility is no longer optional. HashMove's ELP Platform places green logistics at the core of enterprise supply chain strategy.

Designed to align operations with sustainability goals, the platform empowers enterprises to reduce their carbon footprint without compromising efficiency, cost, or service levels.

By leveraging AI-driven route optimisation, enterprises can reduce unnecessary mileage, lower fuel consumption, and decrease emissions across road, air, rail, and sea transport. The platform also enables smart mode selection, helping enterprises choose more eco-friendly freight options, such as rail or sea over air, wherever feasible.
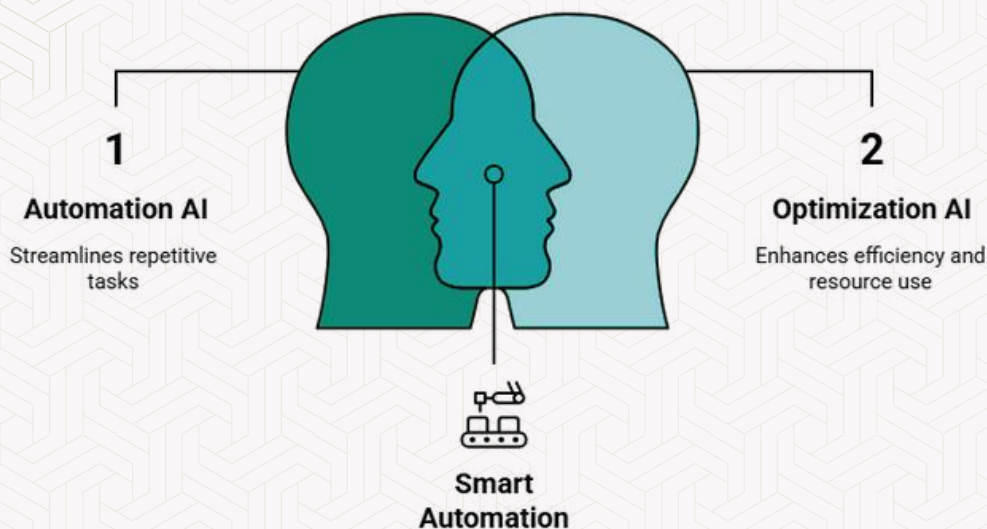
Through intelligent planning, paperless workflows, and digital documentation, HashMove not only improves operational efficiency but also reduces waste and energy consumption across distribution centers, warehouses, and freight networks.
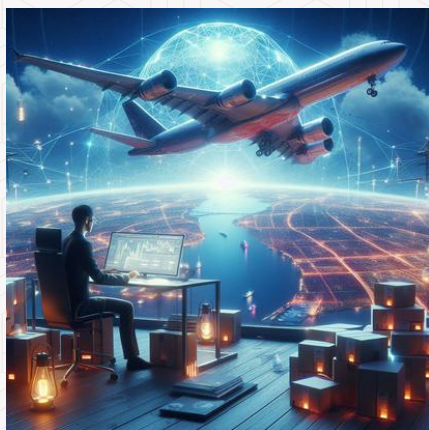
Carbon Footprint Calculator — Assessing individual carbon impact

Carbon Emission Monitoring — Tracking carbon output

Sustainable Solutions — Implementing eco-friendly practices

Carbon Offsetting — Neutralizing carbon emissions

AI-Powered Solutions

At the heart of the HashMove ELP Platform lies a powerful suite of AI-driven solutions designed to revolutionise how enterprises manage their logistics and supply chain operations. By integrating Automation AI, Optimisation AI, and Conversational AI, the platform enables smarter, faster, and more adaptive decision-making at every level of the logistics lifecycle.

1

Automation AI

Streamlines repetitive tasks

2

Optimization AI

Enhances efficiency and resource use

Smart Automation

AUTOMATION AI – ELIMINATING MANUAL EFFORT

HashMove automates complex, time-consuming tasks—such as freight quote comparisons, document verification, shipment scheduling, and invoice reconciliation—freeing teams to focus on strategic decisions. With Automation AI, enterprises reduce human error, improve speed, and ensure compliance across every touchpoint in the logistics journey.

OPTIMIZATION AI – INTELLIGENCE THAT DELIVERS

Using real-time data and predictive analytics, HashMove's Optimization AI continuously refines freight routing, container utilization, vendor selection, and capacity planning. Enterprises gain the ability to forecast demand, minimize costs, and enhance performance with precision—all while maintaining agility in a dynamic global market.

CONVERSATIONAL AI – INTELLIGENCE AT THE EDGE

Through integrated Conversational AI, the platform offers intelligent, human-like interaction via digital assistants and smart interfaces. Enterprises can query shipment statuses, generate reports, or trigger workflows through natural language—creating a seamless bridge between operations teams and the data they need, when they need it.

Key Benefits

Operational Efficiency

The HashMove ELP Platform significantly enhances operational efficiency by streamlining logistics workflows and centralising control across the entire supply chain. Enterprises can eliminate manual bottlenecks through intelligent automation, reducing time, errors, and labour costs. With real-time visibility into shipments, vendors, and inventory, teams can respond faster and coordinate more effectively.

Built-in optimisation tools further boost efficiency by refining route planning, maximising asset utilisation, and lowering transport costs. The result is a lean, agile, and performance-driven logistics operation, fully equipped to scale with enterprise demands.

Save Time & Cost

Enterprises leveraging the HashMove ELP Platform unlock substantial cost savings across their logistics operations. By automating administrative tasks such as freight procurement, document handling, compliance, and communication workflows, enterprises can achieve a 25–70% reduction in administrative overheads.

These reductions are not only measurable but sustainable, enabling enterprises to reinvest in growth, enhance service delivery, and remain competitive in a margin-sensitive logistics landscape.

25% - 70%
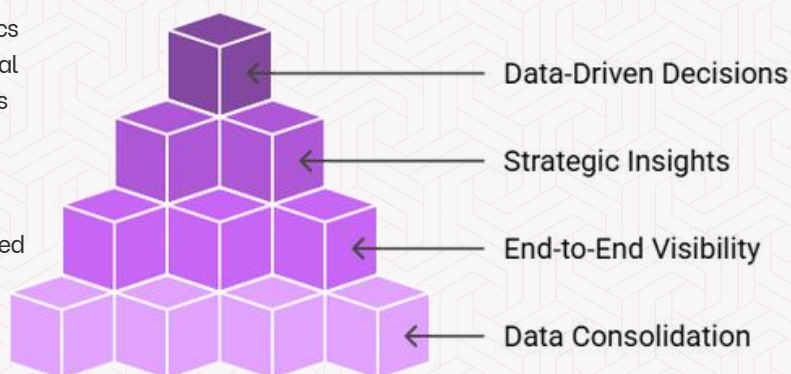
Data-Backed Decisions

With HashMove's ELP Platform, enterprises gain the power to make confident, data-backed decisions through real-time intelligence and full-spectrum visibility across every logistics activity. From procurement and warehousing to multi-modal freight execution and distribution, the platform consolidates critical data into a unified view—eliminating silos and guesswork. Enterprises benefit from end-to-end visibility, ensuring that every shipment, vendor interaction, and operational milestone is monitored, measured, and managed effectively.

For senior leadership, interactive CXO dashboards provide strategic insights and performance analytics, enabling faster, informed decision-making at the highest level. The result is a logistics ecosystem where visibility meets accountability, and data drives every move forward.

- Data-Driven Decisions
- Strategic Insights
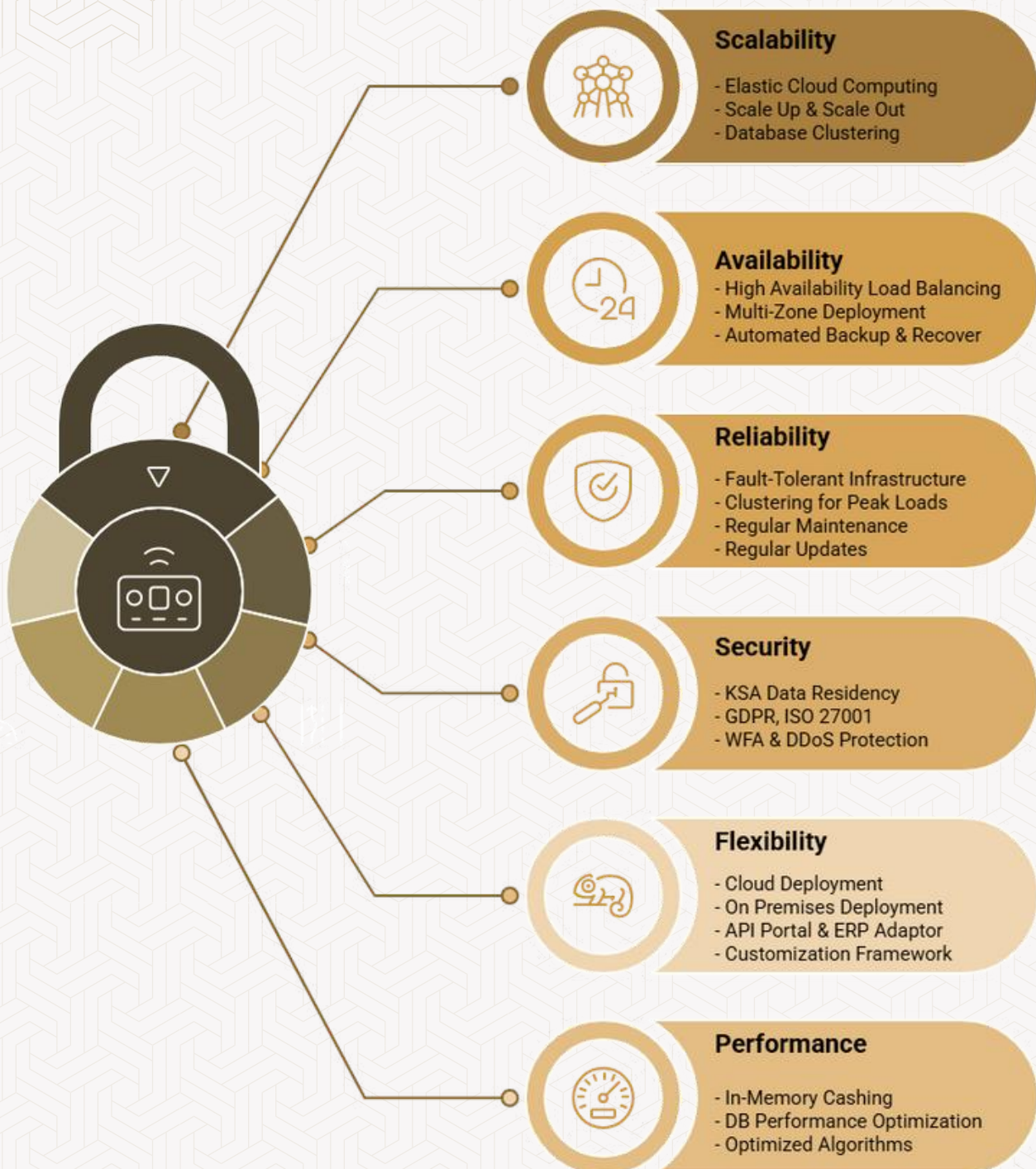- End-to-End Visibility
- Data Consolidation

Enterprise-Grade Platform

HashMove ELP is a secure, scalable, and enterprise-grade logistics platform built to handle the complex needs of large-scale operations, offering robust performance, compliance-ready architecture, and seamless integration with existing enterprise systems.

Scalability
- Elastic Cloud Computing
- Scale Up & Scale Out
- Database Clustering

Availability
- High Availability Load Balancing
- Multi-Zone Deployment
- Automated Backup & Recover

Reliability
- Fault-Tolerant Infrastructure
- Clustering for Peak Loads
- Regular Maintenance
- Regular Updates

Security
- KSA Data Residency
- GDPR, ISO 27001
- WFA & DDoS Protection

Flexibility
- Cloud Deployment
- On Premises Deployment
- API Portal & ERP Adaptor
- Customization Framework

Performance
- In-Memory Cashing
- DB Performance Optimization
- Optimized Algorithms

AI-Powered Industrial Solution

HashMove Industrial Solutions is a powerful, industry-focused suite within the broader HashMove Platform, purpose-built to address the complex and evolving logistics challenges of key sectors, including poultry, petrochemicals, pharmaceuticals, manufacturing, and agriculture. Whether it's managing end-to-end cold chain logistics for the pharmaceutical industry, optimising live bird movement and feed supply in poultry operations, or streamlining bulk vessel chartering for petrochemicals, HashMove delivers a comprehensive digital transformation journey. With smart freight procurement, real-time tracking, AI-powered planning, automated documentation, and sustainability analytics, the platform ensures complete visibility, enhanced efficiency, and data-driven control across the entire logistics value chain.

حلول هاش موف الصناعية هي مجموعة متخصصة ضمن منصة هاش موف تم تطويرها خصيصًا لتلبية احتياجات القطاعات الصناعية المعقدة مثل الدواجن، والبتروكيماويات، والصناعات الدوائية، والتصنيع، والزراعة. سواء كنت تدير سلسلة التبريد الدوائية من البداية إلى النهاية، أو تقوم بتحسين حركة الطيور الحية وتوزيع الأعلاف في قطاع الدواجن، أو تعمل على تحسين عمليات الشحن بالجملة للبتروكيماويات، فإن هاش موف تقدم رحلة رقمية متكاملة وشاملة. من التوريد الذكي للشحنات، والتتبع الفوري، وتخطيط الطلب المدعوم بالذكاء الاصطناعي، إلى الأتمتة وإدارة الاستدامة، توفر المنصة رؤية شاملة وتحكماً ذكياً وكفاءة تشغيلية على امتداد سلسلة الإمداد.

Petrochemical & Oil/ Gas Industry

Pharmaceutical & Healthcare Industry
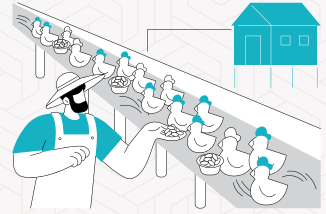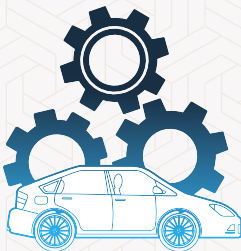
Poultry & Live Stock Industry

Industrial & Heavy Industry

Food & Beverage Industry

Fast Moving Consumer Goods Industry

Automotive & Manufacturing Industry

eCommerce & Retail Industry

Construction & Building Industry

Leadership Team

At the helm of HashMove is a visionary leadership team supported by a world-class Advisory Board comprising experts from global logistics, digital transformation, and supply chain innovation. Together, they drive the strategic direction of the company, ensuring that HashMove remains at the forefront of logistics technology and delivers value-driven digital solutions to enterprises worldwide

Zeyad AlSaif
CEO - KSA

Sarfaraz Alam
Group CEO & Co-Founder

Dr Adnan AlTukistani
CBO - KSA

Noman Mohammad
CTO & Co-Founder

Ibrahim Sultan
Head of Legal

Sultan AlShair
Head of HR

Khurram Shahid
EVP- Partnership & Alliance
Global
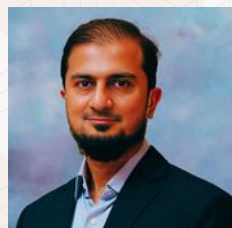
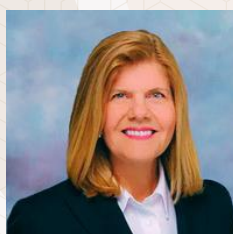**Saadi Masood**
VP - Commercial & Digital
Transformation

Shafiq Malik
VP - Commercial & Digital
Transformation - Pakistan
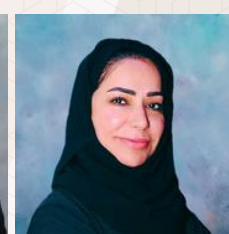
Touseef Ali
Director - Innovation &
Product

Saad Zulfiqar
Director -Digital Logistics
Services- Pakistan

Mary Long
Advisory Board Member
MD- Global Supply Chain

Dr Adel Ahmed
Advisory Board Member
Former Dean, KFUPM

Shamsa AlBalooshi
Advisory Board Member
Director Partnership
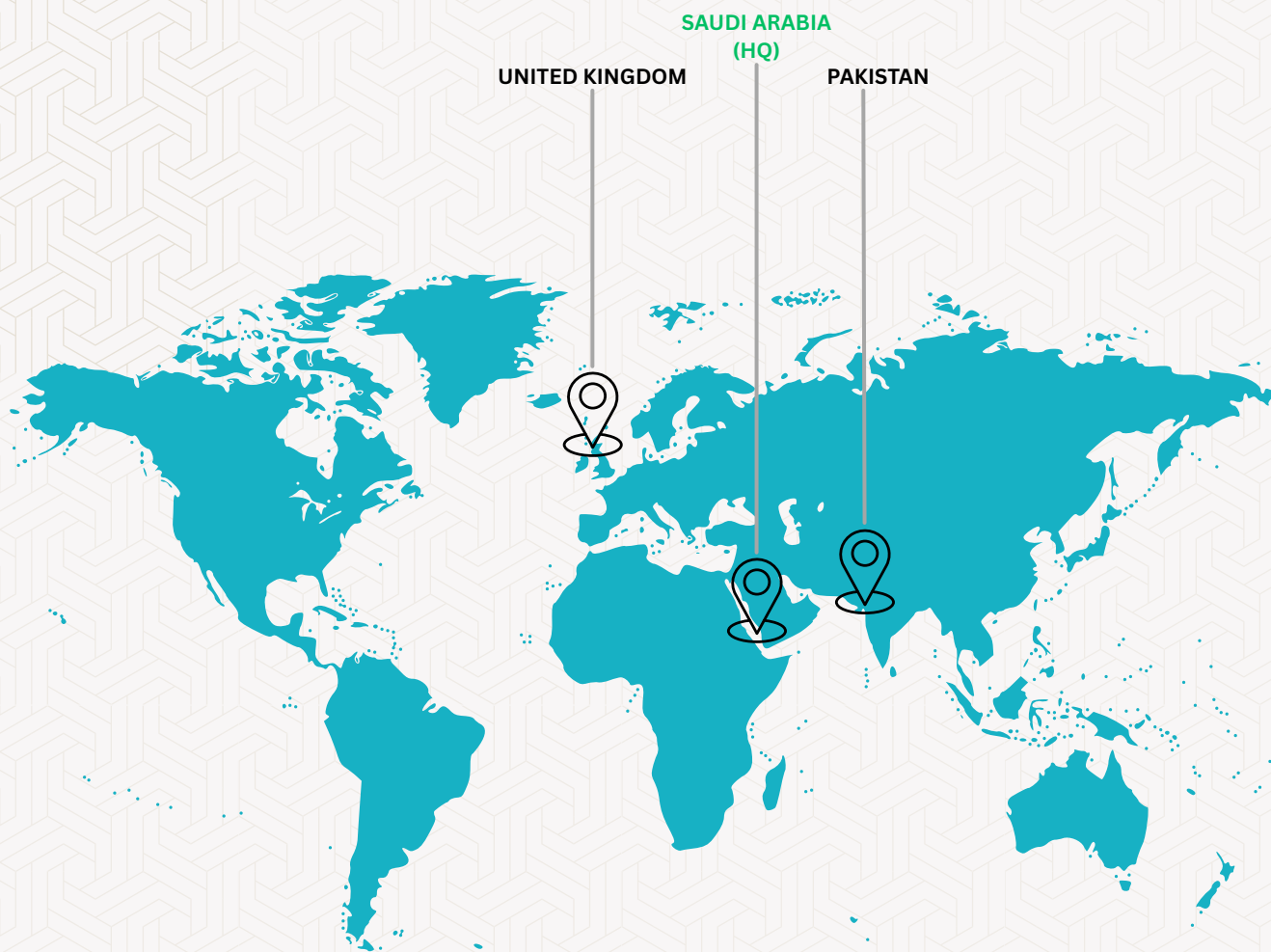Muhammad Bin Rashid
Foundation, Dubai

Christopher Spyrou
Advisory Board Member
CEO & Founder
Neutral Air Partner

Matt Johnson
Advisory Board Member
Silicon Valley Startup Advisor

Locations & Contact

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SAUDI ARABIA
(HQ)

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