



DHL Accelerates Automation Integration with the SOFTBOT Platform



DHL Supply Chain partnered with SVT to standardize integration—enabling enterprise-wide automation deployment across its global network.



As one of the world's largest contract logistics providers, DHL Supply Chain continues to expand its automation to meet increasing customer demand, labor challenges, and market variability.

With more than 8,000 collaborative robots deployed globally, DHL reached a critical inflection point: how to integrate, manage, and scale a rapidly growing ecosystem of automation technologies across regions.

To support this next phase of growth, DHL partnered with SVT Robotics to standardize how systems connect and scale across its global network.

CHALLENGE

Scaling Beyond Custom Integration

As DHL's automation footprint grew, so did the complexity behind it.

Custom, point-to-point integrations between robotics, warehouse systems, and enterprise software created long timelines, duplicated effort, and limited scalability.

At global scale, this model became increasingly difficult to sustain.

DHL needed a more flexible, repeatable way to:

-  Integrate diverse technologies
-  Reduce deployment time of new solutions
-  Maintain consistency across sites
-  Gain visibility into system performance

APPROACH

A Standardized Integration Layer

DHL implemented the **SOFTBOT Platform** as a centralized integration layer—replacing one-off connections with a modular, repeatable framework.

Instead of custom integrations at each site, technologies now connect through prebuilt, reusable SOFTBOTs, enabling faster deployment and greater flexibility.

This shift enables DHL to move from site-specific integrations to a scalable global model.



The logistics industry is characterized by rapid change—whether it's customer profile, volumes, or new technology—so our automation solutions need to adapt just as quickly. The SOFTBOT Platform gives us an effective and efficient way to connect different types of robotics to our warehouse systems, monitor performance in real time, and scale solutions across sites with confidence.

Sally Miller, Global CIO, DHL Supply Chain



RESULT

Accelerating Deployment at Scale

Standardizing integration has significantly improved deployment speed and system repeatability for DHL.

New technologies are now integrated up to **12x faster** than traditional custom methods—allowing DHL to respond more quickly to customer needs and operational demands.

The **SOFTBOT Platform** is live in **30 DHL sites worldwide**, with expansion plans to more than **100 sites over the next three years**.

IMPACT

Real-Time Visibility Across Operations

Beyond integration speed, DHL has gained greater visibility into its automated operations.

The **SOFTBOT Platform** provides a unified, multi-site view of system performance, enabling real-time monitoring and alerts across both automation and workforce activity.

By capturing and contextualizing execution data across systems in real time, DHL can better understand technology interactions, identify issues earlier, and make better informed decisions.



Our operations worldwide are already seeing clear benefits from deploying robotics and automation via the SOFTBOT Platform as a standard integration layer. The platform's global, real-time data access also unlocks significant opportunities to scale logistics AI.

Tim Tetzlaff, Global Head of Digital Transformation, DHL Supply Chain



Impact at a Glance

- Up to 12x faster integration
- 30 → 100+ sites scaling globally
- Standardized, repeatable integration architecture
- Real-time visibility across systems, sites, and workflows

Building a Foundation for the Future

As automation continues to generate increasing volumes of operational data, the ability to capture and contextualize that data becomes critical.

Establishing a consistent integration layer *and* unified view of execution data through the **SOFTBOT Platform** gives DHL the infrastructure needed to support advanced analytics, continuous optimization, and the next generation of logistics AI.

This approach also reflects a broader shift across the industry. From isolated automation projects to scalable, network-wide strategies built for long-term growth, companies like DHL can not only keep pace with market change—they can lead it.

