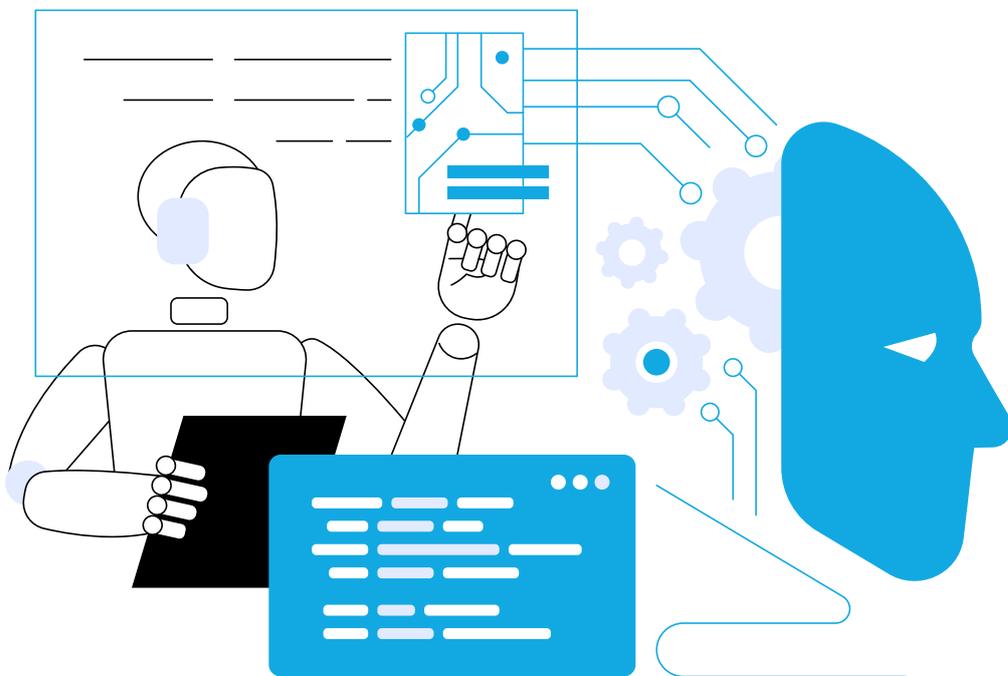


**WHITEPAPER**

**AI-SUPPORTED  
DECISION PROCESSES**

Efficient solutions for digital transformation



# Dear participants of the Global Ocean Development Forum 2025,

In today's world, the future of shipping and logistics depends more than ever on the intelligent use of data. At Heringer Consulting GmbH, we believe that artificial intelligence is not magic – it is the refinement of data. This Whitepaper outlines how organizations can leverage data-driven strategies, AI models, and cloud technologies to transform operations, strengthen resilience, and unlock new growth potential.



Our goal is to provide you with practical insights and proven approaches that can help maritime and logistics companies accelerate their digital transformation and remain competitive in a rapidly changing global market.

I warmly invite you to explore this Whitepaper – and more importantly, to connect with us for further dialogue. Whether it is to exchange ideas, discuss specific challenges, or explore collaboration opportunities, I would be delighted to continue the conversation.

You can reach me and our team via WeChat or LinkedIn – let's connect!

With kind regards,  
Maik Heringer  
CEO

# REVOLUTIONIZING DECISIONS

## with AI

**Data is the foundation of every successful strategy.** Its full potential unfolds through targeted analysis and intelligent processing. With Microsoft Azure, we provide AI solutions that enable faster, more accurate, and more efficient decisions.

Yet technology alone is not enough: the true value emerges when human expertise and critical thinking guide and validate AI-driven insights. People bring context, creativity, and responsibility – ensuring that artificial intelligence becomes a trusted partner rather than a black box.



*Discover how AI-powered decision-making can strengthen your business – talk to our experts today.*



## **STRATEGIC FORECASTING SYSTEMS**

### Future-Proof Decisions

In today's dynamic business environment, accurate forecasting is essential. Our machine learning-driven systems leverage time series analysis, clustering, and regression to evaluate historical data and predict future developments.

- By analyzing financial data, future revenues, profits, and expenses can be predicted to support budget planning.
- By anticipating product demand, companies can optimize production and supply chains.

The implementation process includes data preparation, feature engineering, and model training to ensure accurate predictions. After model evaluation, integration into real-time systems follows. This enables organizations to respond quickly to market changes, allocate resources efficiently, and make strategic decisions based on a solid data foundation.

*Turn your data into foresight – start building future-proof forecasting systems with us.*

# INTELLIGENT LANGUAGE MODELS

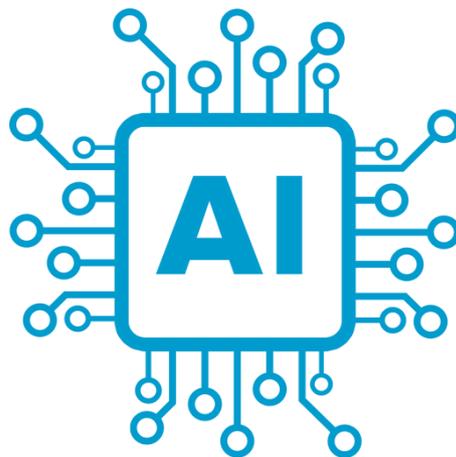
## Efficient Text Analysis Automation

Processing unstructured text data is a major challenge for many companies. Our language models:

- Automate text analysis,
- Enhance knowledge management,
- Enable automated summaries and precise document classification,
- Provide interactive chatbots for instant answers.

This automation saves time, reduces manual processes, ensures consistent quality, and scales to large volumes of data.

Implementation begins with a needs assessment, followed by selection and customization of the right language model. After integration into existing systems, continuous maintenance ensures optimal performance.



*Leverage AI-powered text analytics to save time and improve quality – ask us how.*



# EFFICIENT MACHINE LEARNING PIPELINES

## MLOps

For the long-term success of AI applications, a robust and automated infrastructure is essential. Our MLOps approach integrates proven software development practices into machine learning to ensure efficient and reliable pipelines.

- Version control tracks changes to data, models, and code.
- Automated testing ensures ongoing quality through continuous validation.
- Continuous integration and deployment (CI/CD) accelerate development and deployment processes.
- Real-time monitoring detects issues early and improves system reliability.

The benefits include scalability for growing data volumes and complex models, continuous quality assurance, and seamless deployment into productive environments.

*Build reliable, scalable AI systems – optimize your ML pipelines with MLOps.*

# CONCLUSION

## How we work

Our focus is on Business Intelligence and Microsoft technologies, always in close collaboration with our clients.

Our solutions optimize data-driven decisions through precise forecasts, automated text analyses, and efficient MLOps pipelines.

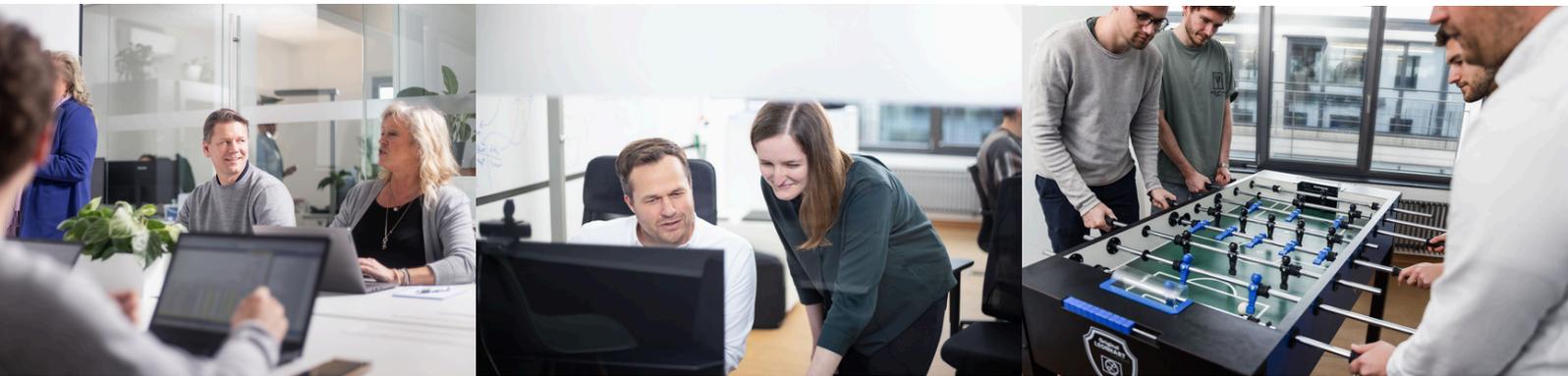
With Microsoft Azure, we enable organizations to achieve scalable, reliable, and future-proof AI integration. As your partner, we accompany you from consulting and development to training and support.



# ABOUT US

## Who we are

Since 2010, Heringer Consulting GmbH has been delivering tailored data solutions across Germany. With more than 90 Data Talents at our offices in Cologne, Leipzig, Berlin, and the Rhein-Main region, we support businesses on their digital transformation journey.



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**HERINGER** DATA TALENT AT YOUR SIDE