

Company: WNS, Mumbai, India
Nomination Submitted by: WNS North America Inc.
Company Description: WNS delivers an entire spectrum of BPM solutions including industry-specific offerings, customer experience services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Emerging Technology
Nomination Title: WNS Malkom | Pioneering the Next Wave of Tech Innovation



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

WNS Malkom is WNS’ proprietary platform developed to provide end-to-end freight automation for shipping and logistics companies. The product described in the entry is a new version of an existing product. The updated variant was released in November 2024.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 348 words used.

WNS Malkom is WNS’ flagship cloud native platform enabling end-to-end freight automation to help drive optimization using AI/ML algorithms with integration to shipping and logistics client company systems. Enhanced with Gen AI and workflow orchestration and reimaged with Agentic AI-driven automation, WNS Malkom has transformed into a cognitive automation benchmark for logistics, enhancing competitiveness and delivering measurable impact.

WNS Malkom is built on a robust AI-driven cloud-based architecture, offering cutting-edge automation, intelligent orchestration, and data-driven insights. Primarily serverless and multitenant, it is event- driven and seamlessly scales up or down based on incoming volumes without human intervention, enabling significant cost optimization. The architecture is self-healing and highly configurable allowing it to read any shipping document. It seamlessly integrates with customers’ ERP or transportation management system -TMS either directly through API/ RPA or through industry standard middleware.

Automation Capabilities:

- **AI-Powered Email Classification:** Sorts incoming requests efficiently by leveraging deep learning based classic models, fine-tuned LLM models and third-party foundation models hosted on AWS Bedrock.
- **Agentic AI-powered Workflow Engine:** Dynamic, context-aware, cognitive automation engine that interprets, adapts, and executes booking workflow based on real-time context and human-like reasoning, enabling real-time decisions based on context.
- **Intelligent Document Extraction:** Achieves 90% accuracy, processing 50,000+ documents daily, scalable to 150,000. Infinitely scalable serverless WNS proprietary AI / ML extraction engines powered by a combination of custom models, AWS Textract and GenAI.
- **Natural Language Email Extraction:** Processes over 2 million emails monthly with high precision, leveraging WNS’ proprietary extraction engines evolved over 20+ years of domain experience.
- **Summarization, Translation & Enrichment:** Enhances email readability and professionalism powered by Agentic AI leveraging process specific SOPs, FAQs, and transaction specific data.
- **Intelligent Automation:** Reduce human effort using Agentic AI automation workflows powered by APIs, RPAs, SOPs, DB access.

Orchestration Workflows:

- **Email & Case Management:** Streamlines high email volumes and resolves bookings or exceptions.
- **Exception Handling:** Handles discrepancies like missing documents through specialized workflows.
- **Business Rules Engine:** Ensures accuracy via predefined validation and compliance rules.

Reporting & Analytics:

- **Performance Monitoring:** Offers real-time dashboards for booking-to-cash metrics.
- **Predictive Analytics:** Roadmap includes AI models for proactive cancellation management.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 301 words used.

WNS Malkom’s transformative impact has been widely recognized across the shipping industry, with **Agentic AI unlocking the next frontier of automation**—bringing intelligence, adaptability, and compliance to processes where traditional automation hits a wall.

Built for scale spanning multi-cloud integration with the Agentic AI engine, it brings innovation by interpreting unstructured SOPs and dynamically orchestrating workflows, mimicking human decision-making. It enables real-time adaptation to changing rules and regulations, drastically reducing configuration time and accelerating onboarding. Additionally, it ensured 100% compliance through contextual understanding and live data validations across enterprise systems.

WNS Malkom has been proven to successfully manage multi-level document and process complexity yielding 99% accuracy in shipment documentation, 60% reduction in manual effort, 99.99% system uptime, real-time operations analytics, 50% reduction in documentation costs, increased invoice accuracy, improved DSO and reduced disputes. It has improved shipment documentation processing by 20-40%, saving up to \$2 billion annually for top 10 shipping lines.

WNS Malkom has a track record of producing results for WNS’ global clients to deliver tangible business outcomes, driving \$60M+ TCV

- Malkom is deployed at 3 out of top 12 shipping companies, processing 8M+ transactions annually
- The Malkom version is deployed at top 3 LTL carriers and logistics service providers, processing 12M+ transactions annually
- 900+ Malkom Advanced User licenses have been deployed within 12 months
- Planned ramp-up of an additional 950+ licenses in existing customer base has been envisaged

For further details, case studies, and testimonials, refer to:

- [Metro Shipping and Logistics Case study](#)
- [Metro win double in October - Metro](#)

Key Impact Highlights from Malkom Deployments:

- North American LTL carrier: Improved billing accuracy from 90% to 96%, reducing disputes
- UK Freight Forwarder: Reduced turnaround time by 50%
- Global LCL Company: Cut turnaround time from 24 hours to just 2 hours
- Global Ocean Liner: Reduced booking turnaround by 33%

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 6 words used.

WNS Malkom Video - [WNS Malkom](#)

Attachments/Videos/Links:

[WNS Malkom | Pioneering the Next Wave of Tech Innovation](#)

[REDACTED FOR PUBLICATION]